

City of Coquitlam

Request for Proposals
RFP No. 18-03-08

Coquitlam Services
Mobile App Development

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[PROPOSAL SUBMISSION FORM](#)

SUMMARY OF KEY INFORMATION

RFP Reference	RFP No. 18-03-08 Coquitlam Services Mobile App Development
Overview of the Opportunity	The purpose of this RFP is to invite proposals from qualified firms to develop and implement a Coquitlam Services Mobile App .
Questions	Questions are to be submitted in writing quoting the RFP number and name sent to email: bid@coquitlam.ca
Addenda	Proponents are to check the City’s website for any updated information and addenda issued, before the Closing Date at the following website: www.coquitlam.ca/BidOpportunities
Closing Date and Time	2:00 pm local time Friday, June 8, 2018
Instructions for Proposal Submission	Proposals are to be consolidated into one PDF file and uploaded electronically through Qfile, the City’s file transfer service accessed at qfile.coquitlam.ca/bid <ol style="list-style-type: none"> 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 receipt.) Phone 604-927-3060 should assistance be required.
Participation	The guidelines for participation that will apply to this RFP are posted on the City’s website: Instructions to Proponents
Obtaining RFP Documents	RFP Documents are available for download from the City of Coquitlam’s website: www.coquitlam.ca/BidOpportunities Printing of RFP documents is the sole responsibility of the Proponents.

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 Services Mobile Application Development.

“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 sixth 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.

The City's Information and Communications Technology ("ICT") division is responsible for implementing and maintaining technologies that support City business processes, information needs and online citizen services. Coquitlam is a leader in the municipal sector with respect to its use of technology and the division has continued to provide excellent customer service to its internal and external clients.

The City's continuing growth and more complex service environment has provided the opportunity to introduce additional mobile services for the City's citizen and visitors.

To that end, the City is seeking to create a Coquitlam Services mobile app that serves its citizens and visitors by providing a dynamic, intuitive, and functional mobile portal to civic programs and services. The City's emphasis will be on finding a solution that incorporates engaging, interactive components, integrates social media and allows for an incremental build model.

The selected app must follow industry standards and current mobile best practices while providing the City a solution that is secure and easy to administer.

2. REQUEST FOR PROPOSALS

The City of Coquitlam ("**City**") is requesting proposals from professional, experienced, qualified firms to develop and implement a **Coquitlam Services Mobile App**.

The Coquitlam Information and Communications Technology ("ICT") is seeking a partner with a strong background and proven track record in mobile app development and demonstrated results in developing a strategic approach that will inform inspire and drive action.

The successful Proponent will be responsible for research, design, development and deployment of the mobile app. Work will be done in collaboration with the City's Information and Communications Technology ("ICT") Division with marketing and communications support from the Corporate Communications Division.

The proposal should deliver a mobile app concept that incorporates strong visual elements that reflect the City's existing brand while also integrating new elements that position Coquitlam's technology capability.

3. BACKGROUND

In February 2018, ICT presented a 5-year strategic plan called the Technology Roadmap to Council. This plan outlines the key technology and innovative changes that will be reviewed and implemented to support the City's business operations and strategic plan over the next five year. There were six key areas of focus identified in the Technology Roadmap:

1. Improve Citizen Services and Customer Experience
2. Develop Smart Transportation Solutions
3. Maintain Public Safety and Security
4. Improve Operational Efficiency and Productivity
5. Empower Staff to Be Better at What They Do
6. Migrate Towards a Smart City

The services sought through this RFP will address the "Improve Citizen Services and Customer Experience" area of focus and, in particular, the mobile app development.

The desired Coquitlam Services mobile app will:

- Provide a mobile app to allow citizens access to the City's information and services on the go, anytime, anywhere.
- Provide an easy-to-use tool for residents and visitors to discover the city (what to do, where to go and what is happening around the city).
- Enhance the mobile experience for the city's citizens and visitors by providing a dynamic, intuitive, customizable, interactive, functional and responsive interface.

The City is targeting to pilot the mobile app by November 2018.

4. SCOPE OF SERVICES

The successful Proponent (“Consultant”) will provide the following Services including but not limited to:

- Connect the City to its citizens and visitors in a meaningful way by developing a mobile app that successfully engages Coquitlam residents, businesses and visitors;
- Create connection points including: city services, online transactions, community events, business resources, tourism and service requests;
- Improve customer experience and satisfaction;
- Assess City’s needs and provide mobile app features as modules that can be deployed in phases, including scalable navigation to support the deployment of additions to address growth and future needs;
- Research, plan, prototype/test, production/test, launch;
- Develop and deliver a user-friendly a Content Management System (CMS) that allows the City staff to easily update content, including images and videos, on an ongoing basis.

The selected App will:

- Support native Apple and Android OS;
- Leverage mobile technologies such as capture images and video, retrieve from photo album, location services, mobile alerts, and augmented reality;
- Collect user data to enhance City services; and
- Leverage City’s current assets and digital information.

Deliverables

- Deliver the mobile app (or “app”) on application store (Google Play and Apple);
- User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing;
- Application Code, Web APIs;
- Project Plan including discovery, development, prototyping, phased implementation and launch of feature/function modules based on the City’s assessed priority, starting with the initial pilot phase;
- Technical documentation of design and development stages of mobile app, database, complete source code of mobile app, training of users shall also be provided;
- Prototype wireframe for full build out;
- Functional prototype of Phase 1 features [refer to Phase 1 features herein];

Intellectual Property Rights

- The Intellectual Property Rights of the mobile app will reside with the City. The Consultant will provide the source code of the mobile app to the City at the time of project sign-off.
- The City shall have the copyright to the design, content and application core of the mobile application. The entire application along with all programs, including those meant for statistical reporting, graphics and content developed to achieve the desired functionality, will be intellectual property of the City.
- It will be the responsibility of the selected proponent, both where the contract comes to a natural end, and also in case of foreclosure, to:
 - Furnish all information demanded by the City regarding the existing framework of the application
 - Handover all the old / latest backup code of the mobile application to the City on a CD/DVD/Pen drive/Hard disk.

Training

- For the effective uses of the supplied software/application licences and their functionalities, the Consultant must compulsorily provide classroom training for the relevant staff. Following training needs are to be provided by the selected proponent as part of the scope:
 - Content Management Training
 - Deployment and Hosting Training
 - Support Handover

The Consultant will:

1. Meet with the Project Steering Committee and selected City staff.
2. Design an intuitive, easy to navigate mobile app.
3. Build the mobile app around a concept or theme that can be used to provide services, information to the City's residents and visitors as well as promote the City of Coquitlam as a progressive and desirable community.
4. Supply all required components and licences.
5. Testing and implementation of the new mobile app and security.
6. Configuration and staff training.
7. Subsequent support and maintenance.
8. 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:

- A portfolio showcasing successfully launched native mobile apps;
- Created a comparable mobile app for a municipal organization;
- Created award-winning mobile apps;
- Conceptualized an overall design with the intent to expand services;
- Experience building apps utilizing augmented-reality technology;
- Experience building apps with wayfinding tools;
- Experience building app user base from;
- Experience in building citizen services mobile apps that engage users and keeping them engaged; and
- Experience in building mobile apps that collect user data for the purposes of analytics and improvement of offered services.

Privacy

The Consultant will be required to complete a standard Privacy Impact Assessment (PIA) and a Non-disclosure agreement, and if required Security Threat and Risk Assessment (STRA).

5. CMS AND MOBILE APP HOSTING RECOMMENDATIONS

Provide a CMS platform that allows the City staff to easily edit and update content such as text narratives, images and videos.

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

6. TIMELINES

The City is targeting for the following major dates: pilot phase mobile app to be completed and launched by November 2018.

Phase	Completion Date
RFP close	June 8, 2018
RFP evaluation & award	June 29, 2018
Discovery, Design, Development/Production	October 2018
Test & launch Pilot	November 2018

7. 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 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.

8. PROPOSAL SUBMISSION REQUIREMENTS AND EVALUATION CRITERIA

Proposals will be evaluated according to the following criteria:

PART A – TEAM AND QUALIFICATIONS (40 points)

- Corporate profile
- Experience and references demonstrating experience with successful implementation(s) of similar size, scope and complexity
- Key personnel and team composition
- References

PART B – TECHNICAL CAPABILITIES (50 points)

- Methodology
- Schedule, timelines and availability commitment
- Quality assurance
- Customer service

PART C – FINANCIAL (10 points)

- Proposed price to provide the Services described herein this RFP, including research, development, prototyping, implementation and ongoing software support
- Value Added Services, Innovation and Creative or Product Features
- Sustainable Benefits and cost effective solutions

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

PART D – PRESENTATION (10 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 companies applying for the pre-qualification.

9. 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 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.

10. 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.



**City of Coquitlam
REQUEST FOR INFORMATION AND QUALIFICATIONS
RFP No. 18-03-08**

COQUITLAM SERVICES MOBILE APP DEVELOPMENT

**Responses will be received on or before 2 p.m. local time on
Friday, June 8, 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

- 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)

PART A – TEAM AND QUALIFICATIONS

1.0 Company Profile

Company Name	
Head Office Location	
Local Branch Office Location	
Length of time in business and core competencies.	

Describe the organizational capacity of the Proponent to produce the mobile app (e.g. staff, equipment, office location, etc.). Refer to key individuals and team composition as necessary.

Describe your company's experience in creating mobile apps as well as any related awards. Refer to reference projects as necessary.

2.0 Key Individuals & Team Composition

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

Provide a project organization chart of the proposed team proposed for this project. Indicate the names of key individuals, any sub-contractors and role on project.

Provide all key individuals and any sub-contractors that would be involved in planning, design, development, testing and implementation in the table below.

	Key Individual Name	Role & Responsibilities	Qualifications & Availability
.1		Role: Project Manager Responsibility:	
.2		Role: Creative Director Responsibility:	
.3		Roles: Solutions Architect Responsibility:	
.4		Role: Lead Programmer Responsibility:	
.5		Role: UX/UI Expert Responsibility:	
.6		Role: Other (specify) Responsibility:	

3.0 Experience & References

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

4.0 Methodology & Work Plan

5.0

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. For example include:

- Approach to research/discovery
- Approach to design
- Approach to prototyping
- Approach to development
- Launch plan
- Adoption plan

6.0 Proto-typing & Test Plan

Provide details for engagement with the City as to how your organization would approach prototyping, usability testing, and production/error testing.

7.0 Hosting Recommendation

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

If the Proponent recommends hosting the mobile app externally, provide detailed recommendations on hosting providers, including justification behind your recommendation, and list the ongoing operational costs in section PART C – FINANCIAL.

8.0 Design Concept

Proponents should propose how they would deliver a mobile app concept that incorporates strong visual elements that reflect the City’s existing brand.

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

9.0 Development Platform / Technology Stack

Proponents should propose how they plan to develop the mobile app. Include front-end components, back-end components, programming languages to be used, and the rationale for the proposed stack.

10.0 Brand Concept

The Coquitlam Services Citizen Engagement mobile app should reflect this City’s unique competitive identity and assets and will provide accessibility to City services.

Describe how your company would create a mobile app that is engaging to the City’s residents as well as visitors.

11.0 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.

12.0 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.

13.0 Schedule

The City is targeting to pilot the mobile app by November 2018. 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 including major milestones. The implementation schedule will be considered in the evaluation.

Proposed Project Schedule		
Milestone and/or Activity	Start Date	Completion Date
Completion of Project		

PART B - TECHNICAL

1.0 FUNCTIONAL REQUIREMENTS

1.0 PLATFORM				
Item	Description	Requirement	Narrative on how to achieve or deliver the requirement	
1-1	iPhone 6 or better running iOS – 7 and above <ul style="list-style-type: none"> • Display Orientation Portrait or Landscape (Both) 	Required		
1-2	Android – 2.3 and above <ul style="list-style-type: none"> • Display orientation Portrait or landscape both 	Required		

2.0 USER EXPERIENCE / USER INTERFACE REQUIREMENTS				
Item	Description	Requirement	Narrative on how to achieve or deliver the requirement	
2-1	Should be built in a way that is easy-to-use and navigate	Required		
2-2	Should be built to be compliant with WAI accessibility standards (https://www.w3.org/WAI/mobile/)	Required		
2-3	Design should keep the system status visible to users and provide feedback keeping them informed about where they are and what is happening in the app.	Required		
2-4	Design should present words, phrases, and concepts in language familiar to the average citizen, and not use system-oriented terms	Required		
2-5	Design should provide users with clear navigation out of unwanted/accidentally entered app states	Required		

2-6	Design should use consistent language and interactions. Follow appropriate iOS and Android design standards.	Required		
2-7	Design of objects, actions, and options should be easily recognizable	Required		
2-8	Provide accelerator options (unseen by novice users) for expert users to cater the app to both experienced and inexperience users.	Preferred		
2-9	Design should exclude irrelevant or rarely needed information.	Required		
2-10	Design of error messages should use plain language, precisely indicate the problem, and constructively suggest a solution.	Required		
2-11	Design should include onboarding user flows that encourage engagement with highlighted features	Preferred		

3.0 FEATURES				
Item	Description	Requirement	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	
3-1	Multi-Language Support - Ability to display content in multiple languages (English, French, Korean, Chinese, Farsi)	Phase 2		
3-2	Automatic display of appropriate icons for links (i.e. PDF vs. external links)	Required		
3-3	Links for sharing application	Required		
3-4	Interactions and links to share content within app (iMessage, Whatsapp, Text message, URL, etc.)	Phase 1		

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Proposal Submission Form

3-5	All the design/creative/images to be provided by the selected proponent	Required		
3-6	Event information and registration	Phase 1		
3-7	Civic facility and services information	Phase 1		
3-8	Citizen-City correspondence platform	Phase 2		
3-9	Location & subscription relevant notifications and ability to modify these (see user profile above)	Phase 1		
3-10	User preference controls. (show X information, don't show Y information)	Phase 1		
3-11	Service request reporting forms (animal sightings, potholes, abandoned cars, dumping, damaged City infrastructure, hazards, etc.) with photo attach option and report tracking (e.g. has the request been received? Addressed?)	Phase 2		
3-12	Space for digital public consultation and discussion forums.	Phase 1		
3-13	Digital identity authentication	Phase 2		
3-14	Alerts based on user preferences and location.	Required		
3-15	Collect user data.	Required		
3.16	Create a 'neighbours' list to share interests, likes, upcoming events, location	Phase 2		
3.17	Message 'neighbours'	Phase 2		
3-18	Have a 'favourites' screen that displays user-selected favorite features/functions	Required		

3.19	Survey capabilities with survey results displayed in real time	Phase 1		
3-20	Integrate with selected City apps and services	Phase 1		
3-21	See how busy facilities are based on admission sales/current capacity	Phase 1		

4.0 CONTENT MANAGEMENT SYSTEM				
Item	Description	Requirement	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	
4-1	Admin user to be able to create, publish/unpublished and delete all the content	Required		
4-2	Admin user should have User Management	Required		
4-3	Admin user should have Push Notification Management	Required		
4-4	Admin user should have Reminder Management	Required		
4-5	Admin user should have Growth/Adoption Chart Management	Required		
4-6	Admin user should be able to sort data, search data	Required		
4-7	CMS should be protected using the HTTPS for secure access to application	Required		
4-8	There should be a technical support admin user and a content admin user	Required		

PART B – TECHNICAL (cont'd)

2.0 TECHNICAL REQUIREMENTS

1.0	Technical Requirements	Requirement	Yes/No	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	
1-1	The mobile apps need to alert the user to download the latest version, whichever available	Required			
1-2	The mobile apps should work in all networks irrespective of mobile device make and model	Required			
1-3	If required, the mobile apps should access Geolocation information in case the mobile device supports it	Required			
1-4	User should be able to download the correct version of mobile apps supported by his/her mobile device	Required			
1-5	While developing mobile apps, the selected proponent should give preference to the NATIVE ENVIRONMENT (e.g.: SDK android development Kit, IOS SDK, Windows SDK). In case of HYBRID APPLICATIONS, open source tools need to be use and not to any proprietary tools	Required			

2.0	Support				
2-1	Selected proponent should provide 24x7 support	Required			
2-2	Selected proponent to provide mobile apps customization and upgrade	Required			

3.0	Hosting				
3-1	If proponent is providing hosting services , provide uptime SLA	Required			
3-2	The selected proponent should provide proof of ownership (licenses) of various software used by them for the development as well as for the hosting of mobile apps	Required			
3-3	The selected proponent will provide the City Full Access to server hosting the application	Required			

PART B – TECHNICAL (cont'd)

3.0 REPORTING

1.0	Reporting	Requirement	Yes/ No	Additional Comments (e.g. How? Is it included functionality or an Add-on?)	
1-1	The selected proponent will provide regular App Analytics, reports, vital statistics and analysis	Required			
1-2	Audit Log Screen will be provided to admin user to check the activities performed by all users. The data will be available only in read-only mode	Required			
1-3	Admin User will be able to see the list of notifications sent to the devices through notification screens. Data will be only in read-only mode	Required			
1-4	Google and iPhone provides the required details on their console along with mobile app publishing	Required			
1-5	Google Analytics will be used to provide the required information on the Google Analytics Console	Required			

PART C – FINANCIAL

1.0 PROPOSED PRICE

Price for Development & Implementation of Coquitlam Services Mobile App		
Item	Description	Price (exclude PST & GST)
1-1.	Phase 1: Mobile app development, implementation, configuration, testing and launch	\$
1-2.	Administrator and End-User Training	\$
1-3.	Software licence costs including subscription, support and maintenance for initial one-year term, if applicable	\$
	Total (exclude PST & GST)	\$
	Phase 2: BUDGETARY cost for development of phase 2 functionality.	
2-1.	Years 2 through 3 – Software Upgrades, Support & Maintenance per year, if applicable	\$
2-2.	Price for adding additional licences in future years , if applicable (specify licence metric)	\$
2-3.	Hourly rate for additional professional consulting services, if applicable	\$
2-4.	Advise if there would be any additional costs associated with the software or services, such as 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:

PART C – FINANCIAL (cont'd)

2.0 VALUE ADDED BENEFITS AND SERVICES

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

Describe how the Proponent will incorporate innovative and creative solutions and 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.

3.0 SUSTAINABLE BENEFITS

Provide information on sustainable incentives that provide cost effective solutions, initiatives, programs and product choices that provide environmental, financial/economic, social/ethically sustainable value.

4.0 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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5.0 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

6.0 AUTHORIZATION

7.0

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.

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