

**Town of Fort Macleod**  
**Request for Proposal**  
**RFP 2022-11**  
**Municipal Website Re-Design**

Responses are to be submitted on or before **4:00 p.m. local time, <June 30, 2022>** to the attention of:

Liisa Gillingham, Director of Community & Protective Services  
Town of Fort Macleod  
GR Davis Administration Office  
Box 1420 410 20th St  
Fort Macleod AB T0L 0Z0  
Phone: (403) 553-4425  
Email: [l.gillingham@fortmacleod.com](mailto:l.gillingham@fortmacleod.com)

**Submission Details**

- a) Two (2) copies of the responses are to be in sealed envelopes or packages marked with the Respondent's Name, Title and marked "Municipal Website Re-Design RFP 2022-11". Emailed copies of the proposal will not be accepted.
- b) The Town of Fort Macleod "Town" reserves the right to cancel this Request for Proposal for any reason without any liability to any proponent or to waive irregularities at their own discretion.
- c) The Town reserves the right to reject any of all proposals and to accept the proposal deemed most favourable to the interest of the Town.
- d) The Town will not entertain any claims for costs related to the preparation and/or presentation of the proposals.
- e) The Town is NOT contractually bound to any matters until such time as the Town has negotiated a **separate contract** that is totally independent of the RFP process.
- f) The proposal must meet the requirements as stated in item 2 in the complete RFP document.

**“PROPOSALS WILL NOT BE OPENED IN PUBLIC”**

Queries should be submitted in writing to: [l.gillingham@fortmacleod.com](mailto:l.gillingham@fortmacleod.com) or  
Town of Fort Macleod  
Attention: Liisa Gillingham, Director of Community & Protective Services  
Box 1420 410 20th Street  
Fort Macleod AB T0L 0Z0  
Fax: (403) 553-2426

E-Mail: [l.gillingham@fortmacleod.com](mailto:l.gillingham@fortmacleod.com)

## 2. MANDATORY CRITERIA

- Cover Letter
- Company Profile
- Management Team
- Project Development Approach
- Municipal Website Design Experience
- Project Budget

### Options

- Additional Products Offered, if applicable

## 3. PROPOSAL REQUIREMENTS

**Only complete submissions** will be accepted. Partial submissions will not be considered. Submissions may be revised by written amendment, delivered to the location set out for delivery of submissions, before the Closing Date.

Should the proponent consider additional services and materials appropriate, it should be recommended in their proposal. The Proponent is to cost these additional items separately.

The proposal should include estimated hours and timeframe involved and a letter of introduction, including name and address of Respondent and details of potential partnerships and business agreements contemplated for the project.

### **The Project Scope of Work is attached.**

## 4. EVALUATION AND SELECTION CRITERIA

The Request for Proposal is used to select a Proponent, who will have demonstrated a capability to commence and complete the work described within the time frame specified and according to the following criteria, provided that this list is not exhaustive, or set out in any particular order of priority.

**Proposals not meeting all mandatory criteria will be rejected without further consideration.**

Proposals shall be evaluated to determine the best value offered to the District using the following criteria:

- The Respondent's business and technical reputation and capabilities and the experience of its personnel.
- The Respondent's strategy to deliver the Project on or ahead of schedule, and experience and reputation in delivering similar projects on or ahead of schedule.
- The Respondent's ability and past experience meeting a tight time frame.
- Methodology and approach (understanding of service objectives and outcomes).
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- Resources and pricing structure (staff, equipment).
- The Respondent's financial capability to undertake the Project.
- Proposal is clear and logical and shows value for the money to the Town and demonstrates capabilities that make his/her services uniquely qualified to provide the requested services including any innovative approaches successfully used with other clients.

## 5. **NEGOTIATION DELAY**

If a written Contract cannot be negotiated within thirty days of notification of the successful Proponent, the Town may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent and either negotiate a Contract with the next qualified Proponent or choose to terminate the Request for Proposal process and not enter into a contract with any of the Proponents.

## 6. **FIRM PRICING**

Proposals must be firm for at least 60 days after the closing date. Prices will be firm for the entire Contract period.

## 7. **CURRENCY AND TAXES**

### **Prices quoted are to be**

- a) in Canadian dollars;
- b) inclusive of duty, where applicable;
- c) FOB destination, delivery charges included where applicable, and
- d) Goods and Services Tax and Provincial Sales Tax to be itemized separately.

## 8. **CLARIFICATION OF THIS REQUEST FOR PROPOSAL**

This is a request for proposal only and will not give rise to a Contract "A" (bid contract). The Town is free to negotiate with any of the proponents and that as a result of the negotiation process, the Town is not required to treat all proponents equally. This request for proposal process is NOT a tendering process. No legal relations are intended to arise from the RFP process. The Town is NOT contractually bound to any matters until such time as the Town has negotiated a **separate contract** that is totally independent of the RFP process.

If a Proponent has any questions about the contents of the RFP, or about any matters relating to it the question must be directed in writing, and not orally, to the Town's Representative at the contact address set out below, before **June 20, 2022**. The Town's Representative will answer all questions in writing, and will provide a copy of all questions and their answers to each of the Proponents no later than **June 28, 2022**. E-mail responses will be accepted.

The RFP process forms complex legal obligations. Any information obtained from any source other than the Town Representative is not official and should not be relied upon. Any uncertainty regarding the process, therefore, must be referred to the Town Representative.

**9. DISTRICT REPRESENTATIVE**

The Town's Representative on this project is Liisa Gillingham and all inquiries related to this "Request for Proposal" are to be directed to:

Liisa Gillingham Director of Community & Protective Services  
Town of Fort Macleod  
PO Box 1420 - 410 20th Street  
Fort Macleod AB T0L 0Z0  
Fax:403-553-2426  
E-Mail: l.gillingham@fortmacleod.com

**10. NOTICE TO PROPONENTS**

**a. Liability**

The proponents shall ensure that the Town, its officers, employees and committee members, are save harmless from any liability whatsoever arising out of the proponent's performance or non-performance of the term of this Proposal.

**b. Proponent Responsibilities in Submitting Proposals**

Each Proponent is solely responsible for the risk and cost of preparing and submitting its proposal in response to this RFP and neither the Town nor its officials, employees, committee members, or Proponents (including the Town's representative" are liable for the cost of doing so or obliged to remunerate or reimburse any Proponent for that cost.

By submitting its proposal to the Town, each Proponent represents and warrants to the Town that the information in its proposal is accurate and complete. This RFP does not impose on the Town any duty of fairness or natural justice to any or all respondents with respect to this RFP or the process it creates. Unless the Town is expressly permitted or required by this RFP to "act reasonably" the Town is entitled to act in its sole, absolute and unfettered discretion.

**c. Confidentiality and Freedom of Information of Proposals**

All submissions submitted to the Town become the property of the Town, and the information in Submissions will be disclosed as necessary to carry out the RFP process or as required by law, including the Freedom of Information and Protection of Privacy Act. That Act creates a right of access to records in the custody or under the control of the Town, subject to the specific exceptions in the right set out in the Act. The Town will receive all proposals submitted in response to this RFP in confidence. In light of the right of access to information created by that Act, the Town does not guarantee that information contained in any proposals will remain confidential if a request for access in respect of any proposal is made under the Act. Any information the proponent considers 'personal information' because of its proprietary nature should be marked as "confidential" and will be subject to appropriate consideration as defined by the Act.

Proponents are required to keep their proposals confidential and must not disclose their proposals, or information contained in them, to anyone else without the prior written consent of the Town.

## **11. WAIVER AND ALLOCATION OF RISK**

The Town accepts no responsibility or liability for the accuracy or completeness of this RFP (including any schedules or appendices to it) or of any recorded or oral information communicated or made available for inspection by the Town (including through the Town's Representative or any other individual) and no representation or warranty, either express or implied, is made or given by the Town with respect to the accuracy or completeness of any of those things. The sole risk, responsibility and liability connected with reliance by any proponent or any other person on this RFP or any such information as is described in this paragraph is solely that of each Proponent. Each Proponent acknowledges and agrees that it is solely responsible for obtaining its own independent financial, legal, accounting, and other advice with respect to the contents of this RFP or any such information as is described in this paragraph. Each Proponent who submits a proposal to the Town is deemed to have released the Town from, and waived, any action, cause of action, claim, liability, demand, loss, damage, cost or expenses, of every kind, in any way connected with or arising out of the contents of this RFP or any such information as is described in this paragraph. Each Proponent who submits a proposal is deemed to have agreed that it is solely responsible and liable to ensure that it has obtained and considered all information necessary to enable it to understand the requirements of this RFP, and of the project, and to prepare and submit its proposal.

## **12. CLOSING DATE OF PROPOSALS**

The closing date for proposals will be 4:00 p.m. on June 30, 2022. All proposals must be clearly marked with the name and address of the Proponent and the "Request for Proposal" title. Proponents are responsible for ensuring that courier delivery occurs within the deadline. Late proposals will not be accepted and will be returned to the Proponent unopened.

**Town of Fort Macleod  
Municipal Website Re-Design  
RFP 2022-11**

**Certification Document**

**Certification:**

We have carefully read and examined the RFP document and have conducted such other investigations as were prudent and reasonable in preparing this response.

We certify that the statements made in this response are true and complete. These statements and prices as bid represent our response to the Town of Fort Macleod. We agree to be bound by statements and representations made in this response and to any agreement resulting from this response.

We hereby agree that this RFP response may only be withdrawn by written notice delivered to the office of the Town Representative prior to the time set for the opening of tenders. We agree that the RFP response attached hereto shall be irrevocable by us for a period of sixty (60) days after the date of the opening of the RFP.

Print Company Name and Address:

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Print Name and Title of Authorized Signing Officers:

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Signature of Authorized Signing Officer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Acknowledgement of Addenda**

We acknowledge receipt of the following addenda which become part of this RFP:

ADDENDUM # \_\_\_\_\_

ADDENDUM # \_\_\_\_\_

ADDENDUM # \_\_\_\_\_

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

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# Request for Proposal

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## Municipal Website Re-Design

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Town of Fort Macleod

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## Project Scope of Work



*Proposals will not be opened in public*

## 1. Introduction

The Town of Fort Macleod is seeking proposals from experienced website developers to undertake a complete re-design and update of the Town's website ([www.fortmacleod.com](http://www.fortmacleod.com)). The Town is seeking to improve functionality, update content, and make the website more user friendly for current and prospective residents and businesses. The website will serve as a local services portal, to better target and inform residents and visitors of local services *available and improve investment opportunities* leading to creation of employment.

The Town's website is an essential communication tool used to impart information to the public, including residents, businesses, community groups, investors, and visitors to the community. As the face of the Town, the website also plays a critical role in how the Town is perceived by these user groups.

## 2. Background

The existing website is outdated, difficult to navigate, and does not meet the needs of users in terms of expectations around an ever-evolving digital landscape. It is not mobile friendly, does not provide any automated or online services, and is not aligned with other standardized features of many updated municipal websites.

## 3. Purpose

The Town of Fort Macleod is seeking a qualified contractor to evaluate the existing Town website and web applications and submit proposals for implementing a re-designed site that provides optimal image, organization and functionality. The re-designed site will strengthen the municipality's online presence, including strong focus community facilities, property development, as well as document searches and integration with Laserfiche. It will introduce a fresh new design.

Expected results of the re-design of the Town's website and online presence include:

- Improvements to the Town's online image and ability to promote the municipality as a desirable place to live, work, visit and invest.
- Improved communication mechanisms with citizens, stakeholders and others.
- Improved appeal for planning & development (both residential and business including industrial & commercial).
- Improved access to information by communities, visitors, citizens, including searchability. Laserfiche compatibility a must.
- Improved responsiveness and access to information on mobile devices.
- Improved content management systems and protocols.

The Town expects the re-designed website to be attractive, clean, engaging, intuitive, well-organized and easy to navigate with a standardized look, feel and experience. Enhancing user experience is a key objective of the re-designed site. An effective website will increase online citizen self-service. It must also be manageable to administer for Town staff, as our small municipality does not have full-time dedicated communications personnel.

## Request for Proposal – Website Re-Design - Project Scope of Work

### 4. Scope of Services – Municipal Website Re-Design

Meeting the Town’s expectations will be accomplished by tailoring your solution to meet our needs. The new website should include the following features:

#### REQUIRED:

- Refresh the overall look and feel of the website by introducing a new design.
- Employ intuitive design, logical menus and greater consistency with website trends for AB municipalities.
- Be compatible with all common browsers, with fast loading speeds.
- Have complete mobile version that displays well on all common smartphones and supports touch platforms.
- Have user-friendly, non-proprietary Content Management System. Proposal should identify and provide rationale for using selected CMS.
- Provide guidance and expertise in developing and organizing content. This will include reorganizing content to be more user friendly, potentially adding, deleting, or editing content to provide clear, concise, and useful information to our audiences.
- Implement a prominent, robust search function.
- Incorporate a print friendly function.
- Ability to fill out and submit forms on-line through the Town's Laserfiche programs.
- Ability to upload and download documents.
- Allow for the ability to integrate video content and photos.
- Include a calendar feature to be used to keep the public informed of upcoming meetings, public hearings, Town-organized events. ie: cloud calendar (likely google)
- Include font size adjustment and other features that allow universal accessibility of the website, without compromising the website design and structure.
- Include the ability to subscribe to various distribution lists and updates through email.
- Integrate with social media pages.
- Provide full suite of menu options.
- Include editable emergency notification banner and ability to post on all or specific pages.
- Support links to other Town sites.
- Provide standardized page templates with full editing capability.
- Migration of relevant content from existing website.
- Include website analytics, site statistics and marketing metrics feature.
- Include a plan for testing the site, resolving issues and providing technical support.

## Request for Proposal – Website Re-Design - Project Scope of Work

- Provide manual to staff upon project completion, containing applicable website user and style guide, best practices systems documentation, posting guidelines and recommended protocols.
- Provide training in managing and editing content to key staff as well as staff having access to an online knowledge base that include all basic to advanced functions.
- All features must be ad-free.
- All features must be fully editable by staff with an ability to have "user role management capabilities"
- Warranty on design that covers bug fixes discovered in the first sixty (60) days after launch.
- All data must be stored in Canada and be compliant with the *Freedom of Information and Protection of Privacy Act*.

### OPTIONAL:

- Provide a web-based ability to poll / survey residents or businesses.
- Current weather on homepage.
- Dynamic content – Frequently Asked Questions, Complaint process,
- Archive centre - Laserfiche compatible
- Integrated Google Maps with custom markers and geolocation search features.
- Provide other features or functionality that may help the Town of Fort Macleod deliver services and promote the municipality as a desirable place to live, work, visit and invest.

### HOSTING:

- Website to be hosted by the vendor.

**NOTE:** The Town will provide all photographs for the website.

## 5. Project Management

The contractor shall:

- Review the Town's existing website to determine how best to organize and present the content to provide a high-quality, attractive and user-friendly website.
- Design and build the website working with relevant Town staff.
- Supply all components and licences as required.
- Manage the project so that all deliverables and timelines are reasonable and achievable.
- Provide a project plan and schedule timeline outlining the discovery, design, development, migration plan and deployment phases
- Prepare a sitemap proposal during the initial design stages of the project
- Provide prototypes, design flats or mock-ups for review.
- Undertake internal and external beta testing of the site.
- Conduct quality assurance testing on popular browsers and mobile devices.

## Request for Proposal – Website Re-Design - Project Scope of Work

### 6. Anticipated Project Schedule

- Advertisement for Proposal: June 8, 2022
- Proposal Deadline: 4:00 pm June 30, 2022
- Award of Project: July 11, 2022
- Website Launch: To be determined, a 2022 year-end firm deadline.

### 7. Project Budget

Respondents must provide a detailed fee proposal with a breakdown of each task in the project. The budget should include a base cost plus any extra costs for additional services.

Costs associated with software maintenance, hosting, software purchases or additional training should be identified separately.

### 8. Submissions

- Cover letter signed off by a principal of the company authorized to execute a contract with the Town of Fort Macleod
- Company Profile, including overview of company and why your company should be chosen
- Management Team, including name, title, role and experience
- Project Development Approach, including explanation of all project phases, deliverables, milestones, time-line, and what role the Town will play in the project
- Municipal website design experience, including references and applicable website URLs
- Project budget, including fees for additional or optional services
- Additional products offered, if applicable.
- A full electronic submission as well as paper copy - including supporting documents on a USB.