



Town of Portugal Cove-St. Philip's

Request for Proposals

Website Development Services

Project PCSP – ED – 2024 – 08

Issue Date: **11/18/2024**

Deadline for proposal submissions is

11/29/2024

INTRODUCTION

The Town of Portugal Cove-St. Philip's (the "Town") invites qualified website development firms to submit proposals for the design and development of a new, user-friendly, accessible, and secure website. The selected firm will collaborate closely with the Town to ensure the website effectively meets the needs of residents, businesses, and visitors while promoting community engagement.

Communications regarding this procurement shall be through the following contact, any communications received from any other individual shall not be considered binding on the Town:

Nicole Clark, Director of Community Services

Town of Portugal Cove-St. Philip's
1119 Thorburn Road
Portugal Cove-St. Philip's, NL
Email: procurement@pcsp.ca

Proposals must be received by **2:00 PM** on 11/29/2024. Proposals received after this time will not be accepted. The proposals will be opened at **2:30 PM** on 11/29/2024 in a public opening that can be attended in person or by virtual means using Zoom meeting # <https://us02web.zoom.us/j/6780001119>

Submissions must be two separate email files (if digital) or two envelopes if hard copy – one containing qualifications and the other pricing information. Clearly label both submissions as follows:

- **Proponent Name - Qualifications - RFP #PCSP-ED-2024-08 Website Development Services**
- **Proponent Name - Cost - RFP #PCSP-ED-2024-08 Website Development Services**

Hardcopy Submission Information	Digital Submission Information
Town of Portugal Cove – St. Philip's, C/O Nicole Clark, Director of Community Services Website Development Services. PCSP – ED – 2024 – 08 1119 Thorburn Road, PCSP, NL, A1M 1T6	procurement@pcsp.ca

For any questions, contact procurement@pcsp.ca. All questions must be submitted at least four (4) business days before the submission deadline. No amendments or clarifications

will be issued two (2) business days before the deadline. It is the proponents' responsibility to check the Town website for any addendums.

BACKGROUND

Portugal Cove-St. Philip's is a vibrant, modern community with rich heritage, located in a rural coastal setting. The Town has evolved from the amalgamation of two unique communities in 1992. Today, the Town offers residents and visitors access to safe, connected neighborhoods, open spaces, and opportunities for growth.

To improve communication and engagement, the Town aims to replace its current website [www.pcsp.ca] with a modern, secure, and responsive platform that better serves its constituents and aligns with current web standards and technology.

PROJECT GOALS AND OBJECTIVES

The objectives of the new website include:

1. **Enhanced User Experience:** An intuitive, user-friendly interface that is easily navigable for all users, including those with disabilities.
2. **Accessibility Compliance:** Full compliance with WCAG 2.1 Level AA standards.
3. **Mobile Compatibility:** A responsive design that works seamlessly across desktops, tablets, and smartphones.
4. **Community Engagement:** Features that promote engagement between the Town and its residents, businesses, and visitors.
5. **Modern Design & Content Management:** A visually appealing design that reflects the Town's character, with easy content management for Town staff.
6. **Security and Scalability:** A secure website with scalable infrastructure to accommodate future growth.

SCOPE OF WORK

The selected firm will undertake the following tasks:

1. Project Planning & Strategy:

- Review the Town's Communication Plan for alignment with the website's communication goals.
- Collaborate with the project lead to determine essential content and functionalities.
- Develop a detailed project plan, including key milestones and timelines.

2. Design & Development:

- Create a modern, visually appealing website design that reflects the Town's values.
- Ensure compatibility with third-party online service portals.
- Develop a responsive website accessible on all major browsers and devices.
- Ensure WCAG 2.1 Level AA accessibility compliance, with menu.
- Provide a robust CMS that allows easy content management by Town staff.

3. Content Migration:

- Migrate content from the existing website to the new platform, ensuring accuracy and consistency.
- Will need larger than 10MB file upload capacity
- Provide content templates and guidelines to assist Town staff.

4. Testing & Quality Assurance:

- Conduct comprehensive testing for functionality, usability, accessibility, and security.
- Address issues identified during testing.

5. Training & Documentation:

- Provide training for Town staff on website management and maintenance.
- Deliver detailed user manuals and documentation.

6. Ongoing Support & Maintenance:

- Provide ongoing technical support, including regular updates and security patches.
- Detailed monthly and quarterly maintenance contract

TECHNICAL REQUIREMENTS

1. **Platform:** The website must be built on a secure, customizable CMS with scalable infrastructure.
2. **Hosting:** Propose a reliable hosting solution that guarantees performance, uptime, and security.
3. **Security:** Implement industry-standard security measures such as SSL certificates, regular backups, and protection against cyber threats.
4. **Integration:** Integrate third-party services (e.g., social media, payment gateways, GIS mapping).
5. **Analytics:** Incorporate analytics tools (e.g., Google Analytics) to track and report on website performance.

PROPOSAL SUBMISSION REQUIREMENTS

1. **Company Overview:**
 - A description of your firm, including years in business and qualifications.
 - Key personnel involved in the project and their relevant experience.
2. **Project Approach & Methodology:**
 - A detailed approach for achieving the project's goals.
 - Explanation of your project management methodology and processes.
3. **Work Plan:**
 - A comprehensive timeline and milestones for each phase of the project.
 - Allocation of resources and estimated hours for each task.
4. **Cost Proposal:**
 - A detailed breakdown of costs, including design, development, testing, training, content migration, and ongoing support.
 - Proposed payment schedule.
5. **Relevant Experience & Portfolio:**
 - Examples of similar projects, including URLs.
 - Client references with contact information.

EVALUATION PROCESS

The proposals will undergo a two-phase evaluation process: **Technical Evaluation** and **Financial Evaluation**.

NOTE: a score of ZERO (0) on ANY of the evaluation criteria MAY result in a disqualification of the submission.

TECHNICAL EVALUATION

The content of proposals submitted must achieve from the evaluation committee a minimum score of 49 of the 70 points available in order to be considered further.

FINANCIAL EVALUATION

The Proponents whose proposals meet the technical evaluation will be given a value relative to the lowest cost of services, which will be assigned a maximum value of 30. The cost of evaluation is as follows:

$$\textit{Points Awarded} = \frac{\textit{Lowest Proposal Cost}}{\textit{Proposal Cost Being Evaluated}} \times \textit{Total Points Available for Cost}$$

Note: that a review of a cost proposal may result in the rejection of a bid at the discretion of the evaluation committee in any of the following circumstances:

- There are tabulation errors or unclear descriptions of costs in the cost proposal.
- The cost proposal fails to include a detailed budget that includes an estimate of all associated costs attributed to line items outlined in the scope of work.
- The total cost exceeds the estimated cost allocated by the Town for this work.

COMBINED SCORE OF TECHNICAL AND FINANCIAL EVALUATION

The preferred proponent will be selected on the basis of the highest overall score achieved by totaling the technical score with the financial evaluation score.

The owner is not bound to accept the lowest cost or any proposal.

EVALUATION MATRIX

Competitive Advantage		8
2	Experience in the preparation of human capital analysis reviews for municipalities of comparable size and complexity	
2	Demonstrated ability to provide a full range of professional services in all areas outlined in the Scope of Work.	
2	Demonstrated project completion for similar projects	
1	Notable awards and or recognition	
1	Number of years in operation and a description of company	
Resumes		8
2	Communication, design, and web development skills	
2	Clarity of roles and contribution of each proposed team member	
2	Depth, experience, qualifications and availability of all project team members	
2	Experience of the project manager – demonstrated leadership on projects of similar scope	

Quality of Work Examples and References		16	
6	Relevance of references to at least three (3) similar projects for municipalities of similar size and scale		
6	Overall endorsement quality provided by listed references		
4	Quality of submitted work examples to demonstrate capability to meet the project goals as outlined		
3	Approach to management of the work to achieve milestones according to schedule, quality control and timing of deliverables		
3	Completeness of proponents work plan		
3	Demonstration of creative and value-added approaches to web development and design		
3	Project implementation plan		
3	Proposed frameworks and methodologies		
4	Ability to develop core themes and action plans based on analysis		
4	Demonstration of understanding the objectives, deliverables and scope of the project		
4	Recognition of challenges and opportunities associated with the project and strategies to overcome challenges		
3	Clear understanding of municipal government structure		

4	Demonstration of understanding key stakeholders	
Y/N	All components required in RFP provided	
4	Overall quality of the proposal	
MINIMUM SCORE REQUIRED TO OPEN COST DOCUMENT: 49		
Y/N	Clarity of cost proposal	
Y/N	Detailed budget that includes an estimate of all associated costs per line item outlined in scope of work	
30	Costs relative to stated scope of work (See Financial Evaluation)	
	Total of 100	
		100

PROVINCIAL SUPPLIER REFERENCE

As required by the Public Procurement Regulations under the Newfoundland and Labrador Public *Procurement Act* (the “Procurement Regulations”), a ten percent (10%) reduction will be **temporarily** applied to the pricing submitted by provincial suppliers **only** for the purposes of evaluating pricing.

A “provincial supplier” is defined in the Procurement Regulations as a supplier of goods, services or public works that has a place of business in the province of Newfoundland and Labrador.

A “place of business” is defined in the Procurement Regulations as an establishment where a supplier regularly conducts its activities on a permanent basis.

Indicate in your financial submission if you are a Provincial Supplier:

YES **NO**

The Town may require a bidder to provide information and/or documentation to confirm they are a “provincial supplier”, as defined above.

PRE-SELECTION MEETINGS

The evaluation committee reserves the right to conduct pre-selection meetings with Consultants, which may include a run-through of the proposal submission.

NOT A TENDER

This is a Request for Proposal and not an invitation to tender. No contractual, tort or other legal obligations are created or imposed on the Town of Portugal Cove – St. Philip’s, or any other individual, officer or employee of the Town by the Request for Proposal documentation or by submission or consideration on any proposal by the Town.

CONTRACT AWARDING

Contract awarding is dependent on decisions of the Portugal Cove-St. Philip’s Town Council. The selection committee will consist of members from the project steering committee who shall make a recommendation to Council for approval.

INDEMNITY

You warrant and agree to indemnify and hold harmless the Town(s), its officials, officers, employees, agents and authorized representatives from any and all liability, injuries, physical injuries (including those resulting in death), damages, losses, demands, costs, expenses and claims of any kind, including but not limited to legal fees and disbursements, resulting from or relating in any way to the development of this Plan and Evaluation.

SUBMISSION

By submitting comments, suggestions, ideas, questions, or other information you irrevocably waive all rights, whether legal or moral, thereto and further grant the Town (s) rights in and to such submissions, which include an unlimited, non-exclusive, irrevocable, royalty-free, right to use, modify, adapt, publish, reproduce, translate, or create derivative works there from.

INTELLECTUAL PROPERTY / OWNERSHIP OF WORK PRODUCT

The successful proponent must agree to irrevocably assign to the Town all right, title and interest worldwide in and to any deliverables specified in the project and to any ideas, concepts, processes, discoveries, developments, formulae, information, materials, improvements, designs, artwork, content, software programs, other copyrightable works, and any other work product created, conceived or developed by the proponent (whether alone or jointly with others, including employees or agents of the proponent) for the Town during or before the term of this Agreement, including all copyrights, patents, trademarks, trade secrets, and other intellectual property rights therein (collectively, the "Work Product"). The proponent will retain no rights to use the Work Product and agrees not to challenge the validity of the Town's ownership of the Work Product.

DISCLOSURE OF INFORMATION

This procurement process is subject to the Access to Information and Protection of Privacy Act, 2015. The financial value of a contract resulting from this procurement process will be publicly released as part of the award notification process.

The bidder agrees that any specific information in its bid that may qualify for an exemption from disclosure under subsection 39(1) of the Access to Information and Protection of Privacy Act, 2015 has been identified. If no specific information has been identified it is assumed that, in the opinion of the bidder, there is no specific information that qualifies for an exemption under subsection 39(1) of the Access to Information and Protection of Privacy Act, 2015.

By submitting a Proposal, the Proponent represents and warrants to the Owner that the

Proponent has complied with applicable Laws, including by obtaining from each person any required consents and authorizations to the collection of information relating to such individual and to the submission of such information to the Owner, and the use, distribution and disclosure of such information as part of the Proposal for the purposes of, or in connection with, this RFP and the Competitive Selection Process.

For further clarification on Access to Information and Protection of Privacy disclosure requirements for Public Procurement, see the guidance document from the Office of the Information and Privacy Commissioner at the following link:

<http://www.oipc.nl.ca/pdfs/PublicProcurementActAndATIPPA2015.pdf>

RIGHT TO CANCEL

The Town of Portugal Cove – St. Philip’s in its sole discretion reserves the right to cancel this RFP at any point in time until a signed agreement is executed with a successful proponent and the Town of Portugal Cove – St. Philip’s. The Town and its agents will not be held liable for any expenses that may have been incurred by the contractor or its agents or affiliates for this RFP should an agreement not occur.

SUBMISSION DEADLINE AND CONTACT INFORMATION

All proposals must be received by **2:00 PM** on 11/29/2024. Submissions should be directed to:

Nicole Clark, Director of Community Services

Town of Portugal Cove-St. Philip’s

1119 Thorburn Road

Portugal Cove-St. Philip’s, NL

Email: procurement@pcsp.ca