



REQUEST FOR PROPOSAL

RFP 2021-004

PROFESSIONAL CONSULTING SERVICES

for a

WEBSITE REDEVELOPMENT

Issue Date: March 9, 2021

Closing Date: April 30, 2021 (12 Noon)

Contact: Chris Wray, AMCT
Town Manager
Township of Black River-Matheson
429 Park Lane
Matheson, ON P0K 1N0

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1.0 General Description of Project

The Township of Black River-Matheson invites qualified website design firms/consultants to submit proposals to redesign, upgrade and host their municipal website found at www.blackriver-matheson.com .

The goals of a redesign of the Township’s website are to:

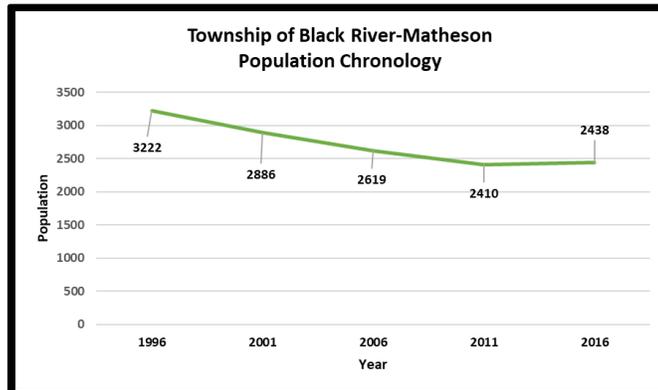
- a) Provide simple electronic access to public services, public domain information and serve as a communications tool on various types of hardware used by the end-user.
- b) Provide an enhanced version of the current municipal website with increased functionality for both municipal staff and residents and offer a user-friendly website that offers robust search capabilities and enhances community engagement.
- c) Ensure that the Township provides the most up to date opportunities for the distribution of information to the public including e-services.
- d) Provide information aimed at promoting economic development and attracting new residents and businesses to the municipality.
- e) Comply with WCAG 2.0 accessibility standards and thrive to meet W3C guidelines for content and accessibility.
- f) Be accessible on any mobile device with the same look, feel and content.

2.0 Background

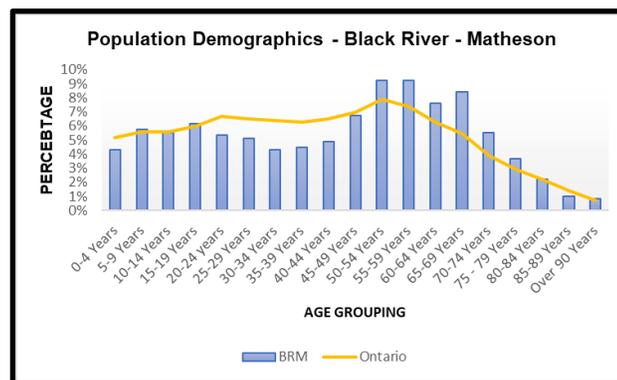
Resulting from a formal amalgamation in 1971, the Township of Black River-Matheson consists of five (5) main hamlets: Shillington, Matheson, Ramore, Holtyre and Val Gagne. Matheson is the largest hamlet and lies approximately 56 kilometers northwest of Kirkland Lake, 65 kilometers east of the Timmins city core and 320 kilometers north of North Bay. Matheson, the administrative center of the Township of Black River-Matheson, is centrally located at the junction of Trans-Canada Highway #11 and Highway #101, and almost equidistant from the cities of Timmins, Kirkland Lake, the Town of Cochrane and the Quebec border near the city of Rouyn-Noranda, Quebec.

2.1 Demographic Information.

Based on the information collected as part of the Township’s 2016 Census Profile, the Township’s population is 2,438 with 1,149 private dwellings. In between the two Census periods (2011 and 2016), the population increased by 1.2% or 28 persons. Between 1996 and 2016, the population decreased by 784 persons or 24.3%, mainly attributed to the collapse of the forest industry and poor prospects in the mining industry. The following chart illustrates changes in the Township’s population between 1996 to 2016:



The demographics for the Township are not much different than many municipalities in Northern Ontario. Typically, municipalities in the North have fewer residents aged 19 years or younger with a higher number of residents aged 60 years or more. Based upon the analysis, 21.6% of the Township’s residents are 19 years old or younger with 29.2% of the community aged 60 years or older.



As a Township, Black River-Matheson is responsible for various activities governed by Ontario’s *Municipal Act, S.O. 2001* including taxation, roads, water and wastewater servicing, planning and building, recreation, policing, fire suppression and general government.

Black River-Matheson has an annual operating budget of approximately \$7 million with 30% of that dedicated to policing services and the Cochrane District Social Service Administration Board. The annual capital budget can vary from \$3 million to \$5 million.

Like many communities in Northern Ontario, Black River-Matheson has experienced a decline in population in recent years and is now faced with an aging population with limited opportunities to replace a retiring workforce. As a result, the Township is facing a range of challenges having an impact on municipal service delivery and local quality of life. The role and influence of municipalities and citizen expectations for quality service, value-for-the-taxpayers dollar and effective governance are on the rise. There is a commitment by the Township to the delivery of quality public services, facilities and infrastructure and strives to meet the day-to-day requirements in the community through a wide range of core services.

The Township aims for service excellence while offering a variety of amenities, facilities, programs and services that residents, visitors, businesses and customers need and expect. Municipal Council and staff are committed to building a focused, responsive, resource-conscious and results-oriented organization. The Council and Administration of the Township of Black River-Matheson has experienced several changes and transitions in the past year, including but not limited to senior staff turnover, increasingly limited resources, evolving regulatory standards, increased need for accountability and increased public expectations for efficient service delivery.

3.0 Scope of Work

The successful Consultant will facilitate the implementation of Black River-Matheson's website redesign process, produce the following deliverables and must ensure all components of Accessibility for Ontarians with Disabilities Act, 2015 (AODA) Standards are complied with.

- a) The scope of this project is to implement, design and host an updated municipal website with content that will allow for municipal IT and staff to easily maneuver, maintain and control in-house, while absorbing limited staff time.
- b) The resulting website must include:
 - i. The most up to date concepts with respect to design
 - ii. Links to social media account must be included.
 - iii. Must have the ability to issue alerts for emergency situations.
 - iv. Must have a tab or section or online forms, reports etc.
 - v. Council and staff contact information.
 - vi. Information on local events or things to do.
 - vii. Resources for resident and businesses
 - viii. Emergency Service information
 - ix. Taxation and Financial information
 - x. The possibility of an area for a blog.
 - xi. Allow for audio / video streaming.
 - xii. Integration to our digital records management system
 - xiii. Reporting of metrics

- c) Staff must have the ability to post and remove information in a variety of formats at any given time, including the integration of Facebook and other social media platforms. A maintenance plan must be included.
- d) The request of services via this RFP is to include analysis, information and content-style design, implementation, including conversion of content from the current website and the addition of interfaces to several applications running on the municipality's current website.
- e) Staff training, and as required technical support for problem resolution, software updating, and assistance with implementation of future applications.
- f) The Township wishes to ensure that the website is responsive and allows for interactive collaboration from the public.
- g) The new design of the municipality's website shall include a collaboration of the current municipal website, in addition to recommendations of the successful candidate for this RFP.
- h) Website must comply with all applicable regulations of the Accessibility for Ontarians and Disabilities Act, 2015 (AODA), with regard to the provision of goods and services component herein specifically; Ontario Regulation 429/07: Accessibility Standards for Customer Service & Ontario Regulation 191/11: Integrated Accessibility Standards.
- i) It will be the expectation that this endeavor will be handled in conjunction with a municipal staff member to ensure the municipality is accurately represented, appropriate branding is considered and expectations for content are met.

3.0 General Description

The following is a general description of the process expected in undertaking the website redevelopment project. The Township encourages modification of these general steps by the successful candidate to achieve an enhanced, more efficient and/or effective outcome that is true to the process previously noted:

- a) Initial start-up meeting with the Town Manager or designate.
- b) Proposal submitted for expected work plan and schedule, to include proposed project milestones, breakdown of major tasks, and a time/task matrix to clearly identify to the municipality how this work will be carried out and how long it will take to complete the work.
- c) Clearly identify the role and tasks that are required of the municipality.
- d) Implement approved web design.
- e) Provide all necessary training to staff.
- f) Assist with website launch date.
- g) Provide ongoing technical support as required.

The recommended strategies and implementation plans will be required to be fiscally responsible and mindful of the resource and staffing capacity limitations of the Township.

4.0 Contact

Questions regarding this RFP should be directed to:

Chris Wray, AMCT
Town Manager
Township of Black River-Matheson
429 Park Lane
Matheson, ON P0K 1N0

(Phone) 705-273-2313 (ext. 321)
(Cell) 705-914-0551

Email – townmanager@blackriver-matheson.com

Website – www.black-river-matheson.com

Questions via email is the preferred method of contact. All questions and answers will then be distributed to all respondents.

5.0 Proposed Project Schedule

RFP Issued	March 9, 2021
Deadline for submission of proposals	April 30, 2021 (12 Noon)
Opening of Proposals	May 4, 2021
Awarding of Proposal	May 18, 2021

6.0 Consultant Requirements

Minimum requirements by the Consultant for submission of a proposal in response to the RFP shall include the following:

- a) Demonstrated familiarity with the development and implementation of website design and redevelopment.
- b) Demonstrated experience, competence, and qualifications of the Consultant and the participating staff successfully providing similar services to public entities (three references will also be required).
- c) Demonstrated understanding and experience in the Accessibility for Ontarians with Disabilities Act, 2015 (AODA) and establishing appropriate systems that support the legal requirements of the Township.
- d) Understanding of the requested services and appropriateness of the proposed work program.
- e) Ability to perform the work in a timely manner, availability of staff (if included) and contingency plans and is to include a work schedule.
- f) Proposals must state the Consultant’s related business information.

7.0 Consultant's Work Schedule

The Consultant's work schedule will begin immediately upon award of contract and is expected to continue until the completion of the website redesign, all initial training has commenced, and the newly developed website has been launched. It is expected that all invoices will be submitted by the deadline and completion date of the website.

8.0 RFP Proposal Submission Requirements

Consultants interested in providing these services must prepare and submit a Proposal that includes:

a) Cover Letter

The cover letter is to be signed by an officer of the company authorized to execute a contract with the Township.

b) Consultant Qualifications

This section shall describe the areas of expertise of current permanent staff whether a sole proprietor or individuals on a team and the scope of services that can be provided by the firm.

c) Key Personnel

Include a proposed project management structure. Identify the key contact for the project and all personnel, if applicable, who will be assigned to work on this project, including a description of their abilities, qualifications and experience. Include résumés for all key individuals. There can be no change of key personnel once the proposal is submitted without the prior written approval of the Township.

d) Subcontractors

Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel, telephone number and contact person for all subcontractors. The Township reserves the right to approve or reject all Consultants or internal staff performing consulting services, proposed by the Consultant during or after the Consultant review and selection process.

e) Project Work Plan

A description of project understanding, detailed work approach and methodology will be identified. The work plan should list specific tasks and any specific considerations, options or alternatives.

f) Project Schedule

Propose a timeline for completion of the review including start date, milestones and target date of completion. Any assumptions regarding turnaround time for Municipal Council or staff review should be clearly noted.

g) Budget

Provide a detailed fee proposal by task for the services identified in the scope of work section of this proposal. Identify sub-tasks and the respective cost in your fee proposal as necessary. This section of your proposal shall include a professional fee schedule (hourly fee chart) for the Consultant (and if applicable the Consultant's personnel) and the subcontractor's key personnel identified above who would be working on this project. Hourly fees for additional or optional services that may be required shall also be included. Unless specified in the submission, the professional fee schedule shall

include any costs associated with complying with the Township's insurance requirements. The fee charged shall include the time to present to Municipal Council.

h) References

A list of projects completed by the respondent under which services similar to those required by this RFP where performed shall be listed in your proposal. An emphasis should be placed on projects undertaken within the last five (5) years and if those projects undertaken for public agencies were located in similar sized communities. Include a brief description of the services, dates the services were provided and name and telephone number or references familiar with the services provided.

i) Work Samples

Provide brief descriptions of two projects dealing with website redesign by or under the direction of your firm. Include in your description the techniques used in the process and the outcome(s).

j) Presentation

Proposers may be requested to be available for an interview with municipal staff and possibly with members of Council as part of the final selection process. The lead member(s) of the consulting team will be expected to attend any interviews scheduled with the Township.

k) Deadline and Delivery

One (1) bound copy of the proposal on 8 ½ inches x 11 inches paper printed on both sides of the pages and an electronic (PDF) version of the proposal shall be submitted to:

**The Township of Black River-Matheson
429 Park Lane
Matheson, ON P0K 1N0**

Attention: Katie Browne,

Email: deputyclerk@blackriver-matheson.com

The deadline for the submission of a Proposal is *April 30, 2021 at noon EST*. Information submitted by electronic mail (**except for the electronic PDF copy**) is acceptable. Proposals received after *noon EST on April 30, 2021* will not be accepted.

9.0 Budget

The Township of Black River-Matheson has not yet finalized its 2021 Budget. If the proposals received are considerably higher than any final budget, a report to Council for additional funds will be required which may delay or cancel the awarding of the project. Proposals should include details on the items that can be delivered within the scope with an associated budget that outlines the number of days required for tasks contained in the methodology, and per diem rates.

The budget should also include costs for travel and other direct expenses associated with the project. All direct expenses are to be billed at actual costs. Consultants are encouraged, but not required, to provide a detail of value-added services that can be provided at an additional cost including the cost and rationale for undertaking them. This is to be a separate section in the proposal.

10.0 Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms, the Township will require the selected vendor to comply with indemnification, hold harmless and insurance requirements as outlined below:

The Consultant shall indemnify and hold harmless the Township (including any of its bodies, agencies, councils and associations and their servants, agents, officers, directors, elected officials, successors, assigns, employees and personal representatives and each of them) from and against any loss resulting from negligence, claim, demand, damages, liability, and costs and permitted assigns. This provision shall survive termination of any agreement resulting from this RFP.

The vendor shall procure and maintain, for the duration of this contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Consultant, his/her agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Consultant. Insurance shall meet or exceed the following unless otherwise approved by the Township.

10.1 Insurance Requirements

- a) Worker's Compensation coverage as required by the Province of Ontario.
- b) Comprehensive or Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.
- c) Professional Liability Errors and Omissions: \$2,000,000
- d) Automobile Liability: \$2,000,000 combined single limit per accident for bodily injury and property damage.

11.0 Equal Opportunity

The Township is an equal opportunity employer and requires all Respondents to comply with policies and regulations concerning equal opportunity. The Respondent, in the performance of this contract, agrees not to discriminate in its employment due to an employee's or applicant's race, religion, national origin, ancestry, gender, sexual preference, age, physical handicap or any other characteristic protected by law.

12.0 Accessibility

The Township is committed to and working toward ensuring municipal services is accessible to all. We strive to meet or exceed the standards set by the *Accessibility for Ontarians with Disabilities Act* ("AODA") which are rules established by the Province to help businesses and organizations identify, remove and prevent barriers to accessibility. The AODA requires accessibility of goods, services, facilities, accommodations, employment as well as information and communication.

13.0 Sustainability

The Township recognizes that being sustainable is a responsibility of the Township essential to long-term economic prosperity, the social well-being of its residents and protecting environmental capacity and can only occur through community engagement and involvement.

14.0 Review and Evaluation Process

The selection of a Consultant will be based upon a qualitative review of the Proposals submitted. Municipal staff may request additional clarifying information from any or all Consultants that submit a Proposal during the review process. Municipal staff will evaluate the responses to this RFP and may interview the top-rated Consultant or all Consultants. Following the interview, a recommendation may be made to the Council on the selection of the Consultant determined to be the most qualified for the project. It is anticipated that the Township of Black River-Matheson and the selected Consultant will award the winning proponent no later than *May 18, 2021*, subject to the successful consideration of the Township Budget 2021.

An evaluation by the Town Manager or a Staff Committee will be conducted, and each proposal will be scored. Proposals will be evaluated on the basis of the following criteria:

- a) Experience and Qualifications (35 %)
 - i. Knowledge of website redesign Operations
 - ii. Planning and Project Management
 - iii. Resumes
 - iv. References

- b) Approach (35%)
 - i. Quality of the Consultant's Approach
 - ii. Proposed Frameworks and Methodologies
 - iii. Type of Consultation Activities and Events
 - iv. Timeline and Duration
 - v. Implementation Plan

- c) Budget (30%)

15.0 Accept or Reject Proposal

The Township reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Township reserves the right to select a Consultant, who in and upon our approval provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interests of the Township. Black River-Matheson is not obligated to award the contract based on the lowest price or any other particular factor. The Township will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Township also reserves the right to substitute components where the Township considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract. The RFP does not commit the Township to award a contract or to pay any costs incurred in the preparation of a proposal or attendance at a pre-awarded meeting.

16.0 Ownership of Intellectual Materials

All data collected and all resulting reports and publications prepared by the Consultant will be the exclusive property of the Township of Black River-Matheson who reserves ownership rights to all ideas and concepts developed.

17.0 Termination of Contract

Either the Consultant or Township may terminate the contract, once awarded, at any time upon giving notice in writing at least thirty days prior to the date of termination without penalty or recourse. In the event of such termination, the Consultant will be paid for services up to and including the date of termination.