



REQUEST FOR PROPOSAL
Professional Services for the re-design, development, implementation and
hosting of the Township of Dubreuilville website.

TERMS OF REFERENCE

BY

Corporation of the Township of Dubreuilville

and

Corporation du Développement Économique et Communautaire de Dubreuilville
(CDEC)

June 5, 2023

1.0 Background

The Corporation of the Township of Dubreuilville is a proud Francophone community nestled within the heart of the Magpie forest, located at the junction of the Magpie River and at the end of highway 519 East off the Trans-Canada highway 17.

Dubreuilville is a relatively young town with a colourfully rich history. Our industrious and adventurous lifestyles are built on the surrounding natural resources, while modern technology is rapidly propelling Dubreuilville into the modern age. The result is an energetic community building a strong future on the shoulders of our founding fathers. Our lifestyle is typical of the French culture. We love good food, great music, lively social occasions and a comfortable quality of life that is based on solid family values.

Surrounded by the lush beauty of Northern Ontario, Dubreuilville offers limitless year-round activities to suit every need.

Project Description:

2.0 Introduction

The Corporation of the Township of Dubreuilville and the CDEC have determined that it is time to re-design the current website to be more interactive and up-to-date using today's infographics standards. With the many changes occurring recently in the community of Dubreuilville, we would like to have the opportunity to make changes and additions real time vs hiring a freelancer or an agency to make required changes regularly.

3.0 The Assignment

This Request for Proposal (RFP) invites respondents to present a proposal to the Township of Dubreuilville Economic Development Department for the provision of consulting services to undertake the re-design, development, and hosting of the Township of Dubreuilville website.

3.1 Scope of Work

The overall purpose of the website is to:

Design and develop a fresh-looking, interactive and user-friendly bilingual (English/French) website outlining the Industrial, Commercial and the Tourism components of the Township.

Please note that the data from the previous Township website will be made available to the successful proposal.

The primary objective is to continue to have a strong brand identity, awareness and to attract potential companies and tourism opportunities to the Township of Dubreuilville.

In addition:

1. Create a website focused on showcasing the strengths and competitive advantage of doing business in and investing in the Township of Dubreuilville;

2. Include current, resourceful information concentrating on the community's key industry and tourism sectors, community profile, and community data and statistical measures;
3. Site to include sections related to Township Business (ie. By-laws, Council info, permitting process, licensing, tenders, etc.);
4. Site should incorporate dynamic chart/graphs and infographic elements to showcase community highlights and advantages along with the success of the Township to date;
5. Site should incorporate page to include video clip and other marketing pieces for viewing and for the purpose of attraction;
6. Create seamless gateways to the Township's social media accounts, including but not limited to, Facebook, Twitter, Youtube, LinkedIn. etc.;
7. Site should include contact form and other contact information;
8. Lead generation/opportunities/information sections in order for the viewing public, whether industrial, tourism commercial or personal can take advantage of potential opportunities.

3.2 Deliverables for the Project

1. Develop and re-design a website for the Township of Dubreuilville, which will:
 - a. Be user-friendly and dynamic, allowing for easy content and graphic updates;
 - b. AODA compliance; and
 - c. Serve as a marketing tool promoting the Township's competitive advantages to potential investors.
2. Develop a "key sectors" area of the website to highlight each community's industry sectors, such as but not limited to, mining, mining supply and services, forestry, tourism, commercial, and business services;
3. Also have a residential section whereby residence can visit the website to explore what is happening in the Township;
4. Develop and post on the website charts, graphical elements, reports and more, including but not limited to, the following information:
 - a. Community Demographic Profile
 - b. Strategic Plan
 - c. Relevant Plans & Reports
 - d. Other pertinent statistics and information
5. Create a web-based, easy-to-access, user-friendly inventory and database of opportunities.
6. Develop a section whereby any community information can be easily downloaded;
7. Social media links;

4.0 Mandatory Requirements

4.1 Experience

The required experience must comprise, but is not limited to the following:

- Demonstrated experience in web design and development
- Demonstrated success in developing user-friendly, attractive and effective websites
- Demonstrated experience in integrating content management tools

4.2 Submission Requirements

1. The title page of the proposal must contain your firm's name, address, telephone number, principal contact, fax number and email address;
2. A brief description of your firm, its clients, its history, its projects, its staff;
3. A summary of your understanding of the proposal;
4. An outline of the services to be provided;
5. Your firm's experience in similar projects;
6. Samples/descriptions of previous work;
7. Details of the methods of performing the services as called for; the proposal shall include a list of phases and tasks to be completed;
8. Addressing all aspects with regards to the scope of work/requirements;
9. Client references and a list of clientele;
10. Work plan/schedule; the proposal shall include a time schedule estimating the time required to complete each component of the assignment;
11. Provide an overview of how the project will be managed and the process to be used by your company;
12. A listing of the personnel assigned to carry out this work, the specific responsibilities of each member of the team and resumes of each person's qualifications and experience as related to this project;
13. Any proposal innovative concepts;
14. Cost(s) to the Township. Proponents are to submit complete pricing details as asked for in the requirements under "The Proposal Objectives";
15. Any other supporting information you may wish to include with your submission.

Although the Township of Dubreuilville has some specific requirements, we are also interested in your ideas for content and, more specifically, your approach on the re-design of the website. We encourage respondents to consider and propose alternative and creative solutions and recommendations.

* Bidders are requested to address each and every paragraph and item in reference to the specifications of this proposal. A point-by-point response is requested. Failure to complete such confirmation may result in disqualification of the proposal.

4.3 Confidentiality

It is understood that the successful bidder may be required to retain information and copies of the findings and resultant report(s). However, the project undertaken, findings and the resultant report(s) are understood to be the property of the Township of Dubreuilville and shall remain confidential to the successful proponent and the project team.

The bidder shall indicate in the proposal that this is agreed to and upon awarding of the proposal may be requested to sign a document agreeing to this.

5.0 Proposal Format

5.1 Via e-mail or Hardcopy

The tender will have an option to submit via email to ccroft@dubreuilville.ca or hardcopy addressed to:

Chantal Croft
Economic Development Officer
Township of Dubreuilville
23 Pins Street, P.O. Box 367
Dubreuilville ON P0S 1B0

Please note: If bidder is submitting electronically and the electronic files that will be sent are too large, please send the proposal in separate emails and identify that in the subject line.

5.2 Corporate Identification and Contact

Each bidder must provide their full legal name; if incorporated, and the name, title, address, telephone number, facsimile number and e-mail address of the individual to be contacted with respect to the submission.

5.3 Project Team and Experience

Bidders should identify all proposed key team member(s) and their role in the project. For each proposed member indicate:

- Name and corporate association; if different from contact;
- Role in the project;
- A brief description of the individuals' qualifications and their experience, both professional and practical;
- A list of relevant previous assignments and a brief description of their role. Resumes may be attached as an Appendix to this proposal;

Proposals should describe in detail how the project will be managed, including time lines, with corresponding identification of project team structure and individual task assignments.

5.4 Comprehension of the Assignment

Indicate your understanding of the scope and complexity of the assignment. Indicate the problems/issues likely to be encountered.

5.5 Approach

Describe your methodology in the preparation of the project management plan; what approach will be taken in the re-designing and development of the website.

5.6 Project Plan and Schedule

The bidder should include a proposed project plan (including schedule/timetable and deliverables, with the identification of team member involvement).

Time frames of the contract will be based on the date the contract is awarded.

The bidder must be flexible to allow changes, additions and deletions to items contained in this document. The Township of Dubreuilville will not request changes that will have an impact on the price.

5.7 Fees and Expenses

Each bidder is responsible for any and all costs and expenses incurred in the performance of the project.

The proposal should specify the total fees and expenses in order to complete the project. This should be broken down as follows:

- A firm not-to-exceed price for all fees and expenses (including HST) for all activities, including after-care
- Hours by project team member
- Hourly rate by project team member
- Total charge by project team member
- Costs and expenses for any aftercare

The proposal should include hourly rates for project team members' time if required to provide additional services over and above those noted in the proposal. The proposal should also include the policy with respect to billings should the actual time taken be less than that indicated in the proposal.

5.8 Project Budget

Bidders are advised that the general budget allocation for all parts of this project will not exceed a combined total of **\$20,000 CDN inclusive of disbursements and HST**. Bidders are advised that explicit agreement should be provided indicating that the quoted price is good for sixty (60) days.

5.9 Acceptance or Rejection of Proposal

The Township of Dubreuilville reserves the right to reject any or all proposals and to waive formalities as the interest of Township may require without stating reasons.

Notwithstanding and without restricting the generality of the statement immediately above, the Township of Dubreuilville will not be required to award and accept a proposal:

- When only one (1) proposal has been received as a result for the current Request for Proposal;

- Based on price (i.e. lowest price);
- Where the lowest quotation by a successful bidder substantially exceeds the estimated cost of the project;
- When all proposals received fail to comply with the specifications or proposal terms and conditions;
- Where a change in the scope of work or specifications is required; and/or
- Where the proposal documents do not state a definite work schedule and a submitted proposal is based on an unreasonable work schedule.

6.0 Proposal Submission

Submission should be e-mailed to the attention of:

Chantal Croft: ccroft@dubreuilville.ca

or hardcopy addressed to:

Chantal Croft
Economic Development Officer
Township of Dubreuilville
23 Pins Street, P.O. Box 367
Dubreuilville ON P0S 1B0

Submission should arrive no later than 4:00 p.m. EST, June 30, 2023

Questions can be directed via e-mail only to Chantal Croft at ccroft@dubreuilville.ca

7.0 General

7.1 Notification

The Selection Committee anticipates that it will have reviewed all responses to this Request for Proposal by July 12th, 2023. The successful respondent will be notified via e-mail on or before July 16th, 2023 of the Conditional Award. The unsuccessful respondents will also be informed via email or telephone.

7.2 Contract Award

The award of this RFP is conditional upon the successful respondent entering into an Agreement to perform the services and other obligations as required by this RFP.

7.3 Payment of Fees

The Township of Dubreuilville will pay the fees of the consultant as follows:

25% - of the quoted fees on acceptance of their Inception Plan.

25%- of the quoted fees on the acceptance of the Draft Website.

50% - of the quoted consultant fees on the acceptance of the Final Website.

8.0 Selection and Evaluation Criteria

Proposals will be assessed on the following:

- Demonstrated experience with similar projects;
- Proposed applicant's experience, skills and expertise in relevant work;
- Quality of the proposal, including approach to be used;
- Expected ability to deliver initiatives on time and within budget.

The award shall be made to the bidder whose qualifications and experiences are deemed to be the best fit for the requirements of the contract work.

Submitted proposal packages do not in any way constitute a binding agreement between the Township of Dubreuilville, the Corporation de Développement Économique et Communautaire de Dubreuilville (CDEC) and any bidder. The Township of Dubreuilville shall not be obligated in any manner to any applicant, unless and until the applicable documents are supplied and a written contract has been duly executed between the Township of Dubreuilville and the successful applicant. The Township of Dubreuilville reserves the right to reject any and all application packages.

The Selection Committee will evaluate submitted proposal packages on the basis of overall fit with the contract requirements. Additional information may be requested by phone/e-mail or interview. Applications will be scored using the criteria below:

Mandatory:

Proposal Received on time	Pass/Fail
Disclosure statement: any actual or potential conflict of interest	Pass/Fail

- ***Experience and Skills: (50%)***

An overview of the company/individual, highlighting relevant areas of experience and similar projects completed. Experience in the following is considered relevant to this project:

- Web design/development
- Graphic design
- Communication and marketing

- ***Draft project plan shows an understanding of the project, and detailed list of deliverables/features (30%).***

It is important to note that in the list of deliverables/features the following is recommended:

- proposed alternative and creative solutions to the redesign of the website

- **3 References from current/past clients (with project details) (10%)**
- **Financial Considerations: (10%)**
 - Hourly, project rate, affordability
 - Estimated Expenses

Total Score: 100%

9.0 Freedom of Information

The contents of the proposal and all documentation of information submitted shall be held in confidence by the Township of Dubreuilville subject only to the provision of freedom of information and privacy legislation, including without limitation to the Municipal Freedom of Information and Protection of Privacy Act. All written proposals received by the Township of Dubreuilville become a public record, once a proposal is accepted by the Township of Dubreuilville and a contract is signed, all information contained in it is available to the public including personal information.

Any personal information required in the proposal is received under the authority of Township of Dubreuilville. This information will be an integral component of the quote submission.

10.0 Addenda

If required, addenda will be posted on the Township of Dubreuilville website
www.dubreuilville.ca

It is the Vendor's responsibility to ensure all addenda have been read and noted.

GENERAL CONDITIONS / REQUIREMENTS

(Where applicable)

Rights Reserved by the Township of Dubreuilville:

- Submission of a proposal indicates by the firm of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal and in any contract between the Township of Dubreuilville and the firm selected.
- The Township of Dubreuilville reserves the right without prejudice to reject any or all proposals and to determine in its own best judgment the firm best qualified to undertake this contract.
- The Township of Dubreuilville is not responsible for costs incurred by the proponents in the preparation of their response to the proposal call or attendance at any selection interviews.
- The Selection Committee reserves the right to be the sole judge of the acceptability of any service offered, and also any alternative proposed, and to purchase the service which in its opinion most closely meets the operating requirements of the Township of Dubreuilville.
- The Township of Dubreuilville reserves the right to award this contract in whole or in part, without recourse or penalty, that, which is deemed most advantageous to the organization.
- The Township of Dubreuilville has the right to negotiate with the proponents who presented the most attractive proposal.
- The Township of Dubreuilville shall have the final authority on all matters regarding the Request for Proposal.

- The decision of the Selection Committee will be final and without recourse.
- Prices must be FIRM for the duration of the contract.

Invoicing

The Township of Dubreuilville will follow the payment schedule as per section 7.3.

Indemnity

The successful bidder shall indemnify and save harmless the Township of Dubreuilville, including the CDEC from and against all liens, damages, losses, claims, demand payments, suits, actions, recoveries, and judgments of every nature and description brought against him and/or the Township of Dubreuilville and the CDEC by reason of any act or omission of the said successful bidder, his agents, or employees in the execution of, or as a result of the work or in the guarding of it. All permits and fees applicable shall be acquired and paid for by the successful bidder.

Intent of Specifications

Should any work or materials be required which are not detailed in the specifications, whether directly or indirectly, which are nevertheless necessary for the proper carrying out of the intent hereof, the bidder is to understand the same to be implied and required and shall perform all such work and furnish any such material as fully as if they were partially delineated or described.

No after claim will be allowed or entertained for obstructions or work necessary to fully complete the work whereon said successful bidder made tender.

Cancellation

The Township of Dubreuilville reserves the right to immediately terminate the contract for sufficient cause, including but not limited to such items as, non-performance, late deliveries, inferior quality, etc.

If the successful bidder should neglect to execute the work properly or fail to perform any provision of this award, the Township of Dubreuilville after three (3) days written notice to the successful bidder, may without prejudice to any other remedy in existence, make good on such deficiencies and may deduct the cost thereof from any payment then and thereafter due to the successful bidder. Continued failure of the successful bidder to execute the work properly will result in the termination of the contract following written notice.

Either party may terminate the contract by giving the other party thirty (30) days written notice, giving reasons acceptable to the other and subject to approval by both parties involved in the contract.

Failure to maintain the required documentation during the term of this contract may result in suspension of the work activities and/or cancellation of the contract.

Confidentiality Understanding

The successful bidder and its employees/associates may have access to information confidential to the Township of Dubreuilville and the Corporation de Développement Économique et Communautaire de Dubreuilville (CDEC).

This information may include, but is not limited to, terms of the agreement, business methods and systems, contractual terms, pricing, personal information, etc. subject to disclosure by law. The

successful bidder agrees that it and its employees/associates who have access to this information will not either during the term of the agreement or at any time thereafter reveal to any third party any of this confidential information or use in any way, whether on the successful bidder's behalf or on behalf of any third party, any such information. The obligations of this section survive the expiration or termination of this agreement indefinitely.

Sub-Consultants

The use of appropriate and credible sub-consultants by the successful bidder to perform portions of the project is permitted.

Awards

The Township of Dubreuilville, unless it otherwise states, reserves the right to award by item, or part thereof, groups of items, or all the items in the proposal, and to award contracts to one or more proponents submitting proposals with prices; to reject any and all submissions in whole or in part; and to waive technical defects, irregularities and omissions, if in so doing, the best interests of the Township of Dubreuilville will be served.

Ownership

The information, reports, documentation, plans, etc. that are a product of this award by the successful bidder, will become the exclusive property of Township of Dubreuilville. However, intellectual property, such as specific tools, templates, processes, etc. that the successful bidder has provided as part of the deliverables for this project (i.e. job descriptions) remains the property of the successful bidder and is free to use any of such material in other contexts and with future clients.

Intellectual Property

The Report and all information recommended by the successful bidder and is part of the website re-design is the intellectual property of Township of Dubreuilville and may be used at its' sole discretion.

Proponent's Understanding

It is understood and agreed that the proponent has by careful examination, satisfied himself /herself as to the nature and location of the work, the quality and quantity of services /materials to be encountered, that character of materials, labor and facilities needed in the completion of the work.

Insurance (from successful bidder only) – if applicable

The successful bidder shall, during the course of any work for the Township of Dubreuilville, maintain general comprehensive liability insurance coverage in respect of the risks hereunder set out in the amounts stated, and shall file with the Township of Dubreuilville a certificate issued by the Insurer attesting that he/she is so insured.

<u>General Liability</u>	Minimum Requirement
Bodily Injury	\$2,000,000.00
Property Damage	Inclusive
<u>Automobile Liability</u>	Minimum Requirement
Bodily Injury	\$2,000,000.00
Property Damage	Inclusive