REQUEST FOR PROPOSAL-
Notice to Prospective Proposers

June 28th, 2022

Interested parties are invited to review and respond to this Request for Proposal (RFP), entitled **RFP for Website Development Services**. In submitting your proposal, you must comply with these instructions.

Please note that no *verbal* information given will be binding unless such information is issued in writing as an official addendum.

In the opinion of the Atlantic Association of Community Business Development Corporations (AACBDC), this RFP is complete and without need of explanation.

The contact person for this RFP is:

Shelley Worth
Atlantic Association of
Community Business Development Corporations
902-747-2232
shelley.worth@cbdc.ca

The Atlantic Association of CBDCs reserves the right to terminate the scope of work outlined in this RFP at any time.

Please note we require all responses to this RFP to be based on fixed priced quotes, no estimated quotes will be considered.

Disponible en français sur demande*

1. **Background**

   Community Business Development Corporations (CBDC) is a network of autonomous, not-for-profit organizations that provide business financing, support and advice to small business throughout the Atlantic region.

   In rural Atlantic Canada, there are 41 Corporations dedicated to the development of small business and job creation. We also form part of a larger network of CBDCs/CFDCs referred to as the Community Future Network of Canada. Newfoundland and Labrador has 15 CBDCs, Nova Scotia 13, Prince Edward Island 3, and New Brunswick 10.

   More information about our organization can be found on our current website www.cbdc.ca.

2. **Description of Service Required**

   As a condition of this RFP responding firms will be required to address the following statement of work within their response. The statement of work for, "***Website Development Services"*** is as follows:

Ph 1 – Consultation

Meetings, stakeholder engagement and consultation will be conducted with AACBDC staff and representatives of the 41 CBDCs to determine website needs:
- Review of the www.cbdc.ca site and CBDC visual identity standards;
- Consultation with CBDC stakeholders in the creation of the site;
- Consultation with the Project Manager as required; and
- Development of a project plan outlining how the Consultant aims to achieve the objectives outlined in the RFP.

Ph 2 – Design

The service provider will design **a** website which:
- serves and represents all 41 CBDCs
- can toggle between English and French
- is visually appealing and follows the CBDC visual identity standards
- brand, logo, graphic design elements and colours must be easily changeable on an ongoing basis
- is optimized for mobile
- is secured and protected against cyber attacks using latest technology and best practices
- has a user-friendly content management system that provides access for CBDC staff to add content to the site and do updates
- can be linked to Google analytics for data reporting and monitoring
- can accept inquiries through a customized contact card
- is compliant with Mac and PC, as well as with the latest two versions of Internet Explorer, Mozilla Firefox, Chrome and Safari;
- meets the Canadian federal government guidelines around web accessibility;
- adheres to all Canadian privacy and data regulations. Any data collected from the application and web site must follow the SOC2 Privacy Principle Guidelines;
- The Consultant should demonstrate in their proposal how their selection of design tools and/or applications is in line with leading practice; and
- Supports ~200,000 annual site visitors.

Ph 3 – Development

During the development of the website the service provider must:

- Provide biweekly touchpoints throughout the project; and
- Coordinates with internal CBDC MIS/IT personnel and CBDC contractor to ensure the site complies with CBDC cybersecurity standards

Ph 4 – Testing

To ensure the site is ready for use by CBDC, the service provider must provide:

- Demonstration of working prototypes of the web site;
- Training of the Atlantic Association of CBDCs staff on how to manage the web site and upload and edit content. This includes the development of reusable training assets such as a training guide or recorded webinar (the format(s) are to be described in the response to the RFP).

Ph 5 – Launch

To smoothly launch the site, the service provider shall:

- Identify and provide an initial training/introductory training video on site navigation
- Provide dedicated 2 hr response tech support during the first week of launch (Mon-Fri, 08:30-16:30)
- Provide dedicated 12 hr response tech support during the first month of launch (Mon-Fri, 08:30-16:30)

Ph 6 – Ongoing Maintenance

The service provider will outline their rates and turnaround times to provide ongoing maintenance, including:

- i) hosting the site, or ii) subcontract hosting requirements to a web hosting company approved by the Atlantic Association of CBDCs;
- ongoing maintenance and management;
- ongoing technical support for any identified issues;
- ensuring the site is available for 99% of business hours, excluding upgrade windows agreed upon with the Atlantic Association;
- ensuring the upgrade processes does not result in any business hour downtime – all planned upgrades are to occur on weekends or holidays.

3. Minimum Qualifications for Proposers

Developers shall have at least three years experience in website development and maintenance. All developers shall provide at least three portfolio examples demonstrating their ability to complete complex, multifaceted websites.

4. Key Action Dates

Event	Date	
Final Date for Proposal Submission	19 July, 2022	4:00 PM
Proposed Award Date	26 July, 2022	2:00 PM
Site Development Workplan Meeting	8 August, 2022	9:00 AM
Draft Site Completion	5 December, 2022	9:00 AM

Final Site Completed   13 February, 2023   9:00 AM

5. Workplan and Project Cost Requirements

The developer shall develop a workplan and project budget for task completion. Identify each major task, necessary subtask, and/or specific milestones by which progress can be measured and payments made. Meeting dates shall be included here as well as timelines for completion.

6. Submission of Proposal

    a) All proposals must be submitted via email and must be complete and accurate. Omissions, inaccuracies or misstatements <u>may</u> be cause for rejection of a proposal.

    b) Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibilities of the proposer.

    c) The AACBDC may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who received a proposal package.

    d) The AACBDC reserves the right to reject all proposals. The AACBDC is not required to award an agreement.

    e) The AACBDC does not accept alternate contract language (other than both official languages) from a prospective developer. A proposal with such language will be considered a counter proposal and will be rejected. The AACBDCs Terms and Conditions (GTC) are not negotiable.

    f) No oral understanding or agreement shall be binding on either party.

7. Award

Notice of the proposed award shall be communicated to the developer and can be posted in a public place in the office of <u>(Atlantic Association of Community Business Development Corporation.</u>

8. Agreement Execution and Performance

All performance under the agreement shall be completed on or before the termination date of the agreement.

9. Release of Funds

The following constitutes the release of payment by the AACBDC to the prospective developer:
    (a) 10% released upon signing of the contract
    (b) 40% released upon presentation and signoff of completed website draft
    (c) 50% released upon successful completion of project