



## **Request for Proposal**

# **Municipal Website Re-Design**

**7 Bridge Street  
Iron Bridge, ON P0R 1H0  
[www.huronshores.ca](http://www.huronshores.ca)**

**Closing Date: Friday, March 25, 2022**

**Closing Time: 4:00 p.m.**

**Proposals will not be opened in public.**

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## **1.0 GENERAL DESCRIPTION OF PROJECT**

The Municipality of Huron Shores invites qualified website design firms/consultants to submit proposals to redesign, upgrade, and host our municipal website found at [www.huronshores.ca](http://www.huronshores.ca). The re-designed site will strengthen the municipality's online presence, including strong focus on economic development. It will introduce a fresh new design.

The goals of the design for the Municipality's website are to:

- a) Provide streamlined/accessible 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 improved communication mechanisms with citizens, workers, stakeholders and others for enhanced community engagement.
- c) Provide improved access to information by communities, visitors, citizens, including robust search capabilities.
- d) Ensure that the Municipality provides the most up to date opportunities for the distribution of information to the public including e-services.
- e) Provide information aimed at promotion economic development and attracting new residents and businesses to the municipality.
- f) Provide improvements to the Municipality's online image and ability to promote the Municipality as a desirable place to live, work, visit and invest.
- g) Comply with WCAG 2.0 accessibility standards and thrive to meet W3C guidelines for content and accessibility.
- h) Be accessible on any mobile device with the same look, feel and content.
- i) Provide website hosting services that allow improved functionality for staff.

The Municipality 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 Municipal staff, as our small municipality does not have full-time dedicated communications personnel.

## **2.0 BACKGROUND**

The Municipality of Huron Shores is located along the North Shore of Lake Huron, between

Sault Ste. Marie and Sudbury. Huron Shores is the result of an amalgamation of four former Municipalities, with 457 km of municipal roads, 5 boat launches and countless recreational opportunities in land and water-based activities. With a population of 1860 people, the economic drivers of the community are agriculture and resource-based lumbering and forestry. The myriad of lakes and rivers amidst the unspoiled wilderness setting provides the residents of the Municipality with all-season outdoor adventures.

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 and is not aligned with other standardized features of many updated municipal websites.

## **2.1 CORE SERVICES**

As a Municipality, Huron Shores is responsible for various activities governed by Ontario's *Municipal Act, 2001* including taxation, roads, planning and building, recreation, emergency services, by-law enforcement, and general government administration.

The Municipality has an annual operating budget of approximately \$6 million. The annual capital budget can vary from \$1 million to \$1.5 million on an annual basis.

The Municipality has an abundance of aging recreation, road and bridge infrastructure. As a result, the Municipality 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 taxpayer's dollar and effective governance are on the rise. There is a commitment by the Municipality to the delivery of quality public services, facilities and infrastructure and strive to meet the day-to-day requirements in the community through a wide range of core services.

The Municipality aims for service excellence while offering a variety of amenities, facilities 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. Council and Administration of the Municipality of Huron Shores have experienced several changes and transitions in the past few years, including but not limited to, senior staff turnover, aging infrastructure in need of repair, evolving regulatory standards, increase need for accountability and increase public expectations for efficient and cost-effective service delivery.

## **3.0 SCOPE OF WORK**

The successful Consultant will facilitate the implementation of the Municipality's website design process, produce the following deliverables, and must ensure compliance with the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA) Standards.

- a) The Scope of this project is to implement, design, and host a new municipal website with content that will allow for municipal IT and staff to easily maneuver, maintain and control in-house, while maximizing efficiencies with staff time.

b) the resulting website must include:

- The most up to date concepts with respect to design
- Links to social media accounts
- The ability to issue alerts for emergency situations
- A tab or section for online forms, reports etc.
- Council and staff contact information
- Information on local events or things to do
- Resources for residents and businesses (business directory)
- Emergency Services information
- Taxation and Financial information
- Waste and Recycling information
- Building and Planning information
- Integration to our digital records management system (eSCRIBE Meeting Management Software and eSCRIBE Calender)
- Integration with e-Commerce for e-Payments and e-Billing (CentralSquare)
- Reporting of metrics, including website analytics, site statistics and marketing metrics
- Compatibility with all common browsers, with fast loading speeds.
- Complete mobile version that displays well on all common smartphones and supports touch platforms
- Ability to integrate video content and photos
- A calendar feature to be used to keep the public informed of upcoming meetings and public events
- Font size adjustment and other features that allow universal accessibility of the website, without compromising the website design and structure
- The ability to subscribe to various distribution lists and updates through email
- Provision of manual to staff upon project completion, containing applicable website user and style guide, best practices systems documentation, posting guidelines and recommended protocols
- All features must be ad-free
- All features must be fully editable for staff
- 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
- Integrated Google Maps with custom markers and geolocation search features
- Provide other features or functionality that may help the Municipality deliver services and promote the municipality as a desirable place to live, work, visit

and invest.

- 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 for 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, on-going technical support for problem resolution, software updating, and assistance with implementation of future applications.
- f) The Municipality 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 from the successful candidate for this RFP.
- h) The Website must comply with all applicable regulations of the *Accessibility for Ontarians and Disabilities Act, 2005 (AODA)*, with regard to the provisions of goods and services component herein. Specifically, Ontario Regulation 429/07: Accessibility Standards for Customer Service and Ontario Regulation 191/11: Integrated Accessibility Standards.
- i) It will be the expectation that this endeavor will be handled in conjunction with municipal staff to ensure the Municipality is accurately represented, appropriate branding is considered, and expectations for content are met.
- j) Ability to conduct e-commerce online.
- k) Hosting services with increased server capacity.

### **3.1 GENERAL DESCRIPTION**

The following is a general description of the process expected in undertaking the website redevelopment project. The Municipality 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 Clerk/Administrator 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.
- h) Project completion deadline is February 28, 2023.

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

#### **4.0 CONTACT**

Questions regarding this RFP should be directed to:

Natashia Roberts, Deputy Clerk  
 Municipality of Huron Shores  
 7 Bridge Street, P.O. Box 460  
 Iron Bridge, ON P0R 1H0

Phone: 705-843-2033

Email: [natashia@huronshores.ca](mailto:natashia@huronshores.ca)

Website: [www.huronshores.ca](http://www.huronshores.ca)

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 11, 2022
Deadline for submissions of Proposals	March 25, 2022
Opening of Proposals	March 28, 2022
Awarding of Proposals	April 27, 2022
Project Completion	February 28, 2023

## **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 development
- b) Demonstrated experience, competence, and qualifications of the Consultant and the participating staff successfully providing similar services to public entities (Three references will be required – preferably municipal)
- c) Demonstrated understanding and experience in the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA) and establishing appropriate systems that support the legal requirements of the Municipality
- 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. A detailed work schedule is to be included with the project completion no later than February 28, 2023
- f) Proposals must include the Consultant's registered business license 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 design, 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 Municipality.
- b) Consultant Qualifications



This section shall describe the areas of expertise of current permanent staff, whether a sole proprietor or member of the 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.

d) Sub-Contractors

Identify any portion of the scope of work that will be sub-contracted. Include firm qualifications and key personnel, telephone number and contact person for all sub-contractors. The Municipality 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 the 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, listed by task, for the services identifies in the scope of work section of this proposal. Identify sub-tasks and the respective cost in the fee proposal as necessary. This section of the proposal shall include a professional fee schedule (hourly fee chart) for the Consultant (and if applicable the Consultant's personnel) and the sub-contractor's key personnel 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 Municipality's insurance requirements. The fee charged shall include any additional costs to attend meetings with staff and to present the website to Municipal Council.

h) References

A list of projects completed by the Consultant, under which services similar to those

required by this RFP were performed, shall be listed in the 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 of references familiar with the services provided.

i) Work Samples

Provide brief descriptions of two projects completed that included website design by or under the direction of your firm. Include in your description the techniques used in the process and the outcome(s).

j) Presentation

Consultants may be requested to be available for an interview with municipal staff and 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 Municipality.

k) Deadline and Delivery

Proposals shall be submitted electronically in PDF format to:

The Corporation of the Municipality of Huron Shores  
7 Bridge Street, P.O. Box 460  
Iron Bridge, ON P0R 1H0  
Attention: **Natashia Roberts, Deputy Clerk**  
Email: **Natashia@huronshores.ca**

The deadline for the submission of a Proposal is Friday, March 25, 2022 at 4:00 p.m. Proposals received after 4:00 p.m. on March 25, 2022 will not be accepted.

## **9. BUDGET**

The Municipality of Huron Shores has not yet finalized its 2022 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.

Respondents must provide a detailed fee proposal with a breakdown of each task in the project. The budget must 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.

The budget must also include costs for travel and other direct expenses associated with the project, if applicable. All direct expenses are to be filled at actual costs. Respondents 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 separate section in the proposal.

## **10. IDEMNIFICATION, HOLD HARMLESS AND INSURANCE REQUIREMENTS**

In addition to other standard contractual terms, the Municipality 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 Corporation of the Municipality of Huron Shores (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, their agents, representatives, employees or sub-contractors. The cost of such insurance shall be paid by the Consultant. Insurance shall meet or exceed the following unless otherwise approved by the Municipality.

### **10.1 INSURANCE REQUIREMENTS**

- a) Worker's Compensation coverage as required by the Province of Ontario
- b) Professional Liability Errors and Omissions: \$2,000,000
- c) Comprehensive or Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. Such policy shall name the Municipality as an additional insured thereunder and shall protect the Municipality against all claims for all damage or injury including death to any person or persons and for damage to any property of the Municipality or any other public or private property resulting from or arising out of any action or omission on the part of the contractor or any of his servants or agents during the execution of the contract and the contractor shall forward a certified copy of the policy or certificate thereof to the Municipality prior to commencement of work under the contract.

## **11. EQUAL OPPORTUNITY**

The Municipality 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. ACCESSIBILITY**

The Municipality 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. SUSTAINABILITY**

The Municipality recognizes that being sustainable is a responsibility of the Municipality that is essential to the 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. REVIEW AND EVALUATION**

This RFP will be used to select a Consultant 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.

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 Council on the selection of the Consultant determined to be the most qualified for the project. It is anticipated that the Municipality of Huron Shores and the selected Consultant will award the winning proponent no later than April 27, 2022, subject to the approval of the 2022 Municipal Budget.

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

- a) The Consultant's business and technical reputation and capabilities and the experience of its personnel.
- b) The Consultant's strategy to deliver the Project on or ahead of schedule, and experience and reputation in delivering similar projects on or ahead of schedule.

- c) The Consultant's ability and past experience meeting a tight time frame.
- d) Methodology and approach (understanding of service objectives and outcomes).
- e) Resources and pricing structure (staff, equipment).
- f) The Consultant's financial capability to undertake the Project.
- g) Proposal is clear and logical and shows value for the money to the Municipality and demonstrates capabilities that make his/her services uniquely qualified to provide the requested services including any innovative approaches successfully used with other clients.

## **15. ACCEPT OR REJECT PROPOSAL**

The Municipality reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Municipality reserves the right to select a Consultant, who in and upon its 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 Municipality.

The Municipality of Huron Shores is not obligated to award the contract based on the lowest price or any other particular factor. The Municipality will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Municipality also reserves the right to substitute components where the Municipality 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 Municipality to award a contract or to pay any costs incurred in the preparation of a proposal or attendance at a pre-awarded meeting.

## **16. OWNERSHIP OF INTELLECTUAL MATERIALS**

All data collected and all resulting reports and publications prepared by the Consultant will be the exclusive property of the Municipality of Huron Shores who reserves ownership rights to all ideas and concepts developed.