DATE: December 20, 2013
TO: All bidders
FROM: Jeannette Nadon, Communications and Grants Coordinator
RE: Addendum to Request for Proposals

This addendum forms part of the Request for Proposals document for the project stated above and is to be read, interpreted and coordinated with all other parts.

The following inquiries have been submitted to the Squamish-Lillooet Regional District and subsequent responses have been provided:

Proposal format, details and restrictions:

1. Can we email our proposal?
   Yes, PDF proposals can be emailed to jnadon@slrd.bc.ca.

2. Would you like to receive the pricing as a separate document, or can we just send you one single pdf?
   One PDF with everything included would be fine.

3. Can companies from outside of Canada submit bids? Do we need to come over there for meetings? Can the tasks related to the RFP be performed outside of Canada?
   We are located in British Columbia, Canada. We welcome firms from outside Canada to submit proposals, however the successful consultant will be required to attend a minimum of two presentations at our office in Pemberton, B.C. Everything else can likely be done remotely, with meetings held via web or tele-conference.

Budget Range:

4. Could you give us any information on the budget for the design and development of the website?
   The SLRD Board allocated $30,000 to the project when the project was initially put on the books in 2013. That being said, we recognize that to achieve the desired functionality, additional funding may be required. We’re currently in the budgeting process for 2014. Staff has submitted a request to increase the budget to $50,000. While not confirmed at this time, the project budget range will likely be between $30,000 - $50,000. If the proposals we receive come in substantially higher than that, there’s a chance that the budget could be increased. However, it is more likely that we would opt to reduce our list of priority features instead.
The list of functional features has been prioritized in the RFP (high = H, medium = M, low = L). Proponents may wish to focus their proposals on the functional requirements that we’ve noted as being a high priority, and then include the medium and low priority items as add-ons (unless they are achievable within the range noted). It would be helpful if we could understand an approximate cost of these various ‘add on’ features.

**Time frame:**

5. **Is the timeframe (May 2014) fixed or flexible depending on the final scope of the project?**

The timeline isn’t hard and fast. It’s more important that we establish a realistic timeline at the outset that everyone can stick to. That being said, we would like to keep the project to no more than 6 months or so if possible.

**Scope of work:**

1. ** Regarding the features mentioned on page 8 of the RFP: Would content creation be part of the work performed by the supplier or would that be provided by the SLRD?**

   We will be writing the bulk of the new content, and we’ll also be available to source imagery for the site. We would expect that the developer would upload the content and would also be available to provide guidance and support in terms of the content strategy.

2. **Do you have a rough page count of the content to be migrated?**

   There are about 100 pages on the website currently. In looking at the proposed information architecture, it appears as though we may have upwards of about 280 pages on the new site. This is an estimate only and is subject to change.

3. **Regarding designing and developing: Are you just looking for developing the website, or is design required as well?**

   We are looking for both development and design.

4. **Beta testing: Would you please expand on expectations around beta-testing and your expectations on the chosen firm’s involvement? (In other words, will the SLRD conduct or will the chosen firm be responsible for coordinating and running the user testing)?**

   The consultant will oversee the beta-testing.

**Content management system (CMS):**

5. **Is an open source content management system a mandatory requirement? Would you consider a proprietary system?**

   No, it’s not a mandatory requirement and we will consider proprietary / commercial CMS systems.

6. **Do you have any preferences for the CMS based on previous experience with similar programs?”**
We don't have a specific preference for the CMS. We've done some research, and the "top 3" open-source systems appear to be Drupal, WordPress and Joomla. We aren't too familiar with any of them, but our understanding is that Drupal may be the one that offers the most flexibility. We are not tied to any one system. All open source and proprietary systems will be considered.

7. **How many CMS user seats do you require?**
   
   At this point, there will be four (possibly five) CMS users.

8. **Who exactly would use the CMS and for what? Do you use it for creating content for the general public, or is it more of an internal tool, or both? Who would have access to the admin website? Do you need different levels of permission for admins/editors/finance, etc.? Do you also need different levels of permissions for accessing specific pages on the website itself (e.g. critical data)?**
   
   The CMS will be used to manage / create content for the website. We want to be able to maintain all of the content on the website ourselves. Four or five SLRD staff members will be responsible for creating and uploading information to the website. Each department will likely be responsible for keeping their pages updated. As per the CMS section on page 13 of the RFP, we would like to be able to set varying levels of access (permission levels) in terms of uploading / changing content.
   
   All of the pages on our website will be public at this time. However, we would like the CMS to be flexible enough to give us the ability to set permissions for certain pages in the future should it be required.

**Training:**

9. **Approximately how many staff will need to be trained on the use of the CMS?**
   
   There will likely be four of us – maybe five.

**Design:**

10. **Does the District have existing design guidelines or brand standards?**
    
    No. We don’t currently have any formal design guidelines or standards in place. This is something we would like to implement; we’re hoping that the website project will be the catalyst needed to get these policies in place.

11. **Is the logo to stay as is, or is it to be changed?**
    
    We aren’t planning to update the logo at this time.

**Technical Development/Features:**

12. **The RFP mentions a solution that is good for 5-7 years. Given the features and growth potential requested for this site, we’ll be recommending Drupal. Drupal versions need to be kept up to date to maintain security and that may require a version upgrade sooner than 5-7 years. Is that going to be a problem?**
    
    No, this shouldn’t be a problem. Please just detail this in the proposal so that we’re aware of it.
13. For Low Priority items do you want those included in the quote? Many of them add a significant amount of complexity that would add a fair bit to the cost.

You can leave the low priority items out, but we’d appreciate it if you could indicate that they are not included. You may wish to provide a ballpark idea of the cost to add them in.

23. Timeframe for implementing certain features: In the RFP, you mention several desired features for the future - is there any timeframe regarding the implementation of said features, for example for online payment and podcasts?

We don't have a hard and fast timeline for these items as it will depend on the cost of implementation. It would be nice if we could have an idea of the costs so that we could budget for them accordingly.

14. Will the weather and driving conditions alerts to be tied to an outside service?

Our intent would be to use available plug-ins for these types of services (e.g. Environment Canada feed). If widgets don’t currently exist, we won’t worry about it.

15. Streaming Board meetings: Are you planning to use for LiveStream for streaming board meetings? Do we just need to integrate the stream into the site, or does the site need to handle the streaming as well?

We don’t currently offer live streaming of our Board meetings, and it’s noted as a low priority. Depending on the cost and complexity, it is something we would like to consider in the future. We would like to ensure that the CMS we go with now would be capable of handling live streaming in the future. Our understanding is that it is usually done via a third party and then ‘plugged in’ to a website. We do not have a service provider in mind.

16. Why do you request a ‘Text Only Version’?

We don’t necessarily require a text only version (it is noted as a low priority), however we need to ensure that the site works properly for people living in our rural areas, many of whom do not have access to high speed internet connections.

17. Regarding the requirement that information must be printable, sharable and downloadable, do you mean that all pages can be generated into a PDF and downloaded?

Yes, we’d like to ensure that the content on the pages can be easily printable (converted into a PDF) and shareable (email, Facebook, Twitter are the three most important).

18. Email newsletter(s): Do you have an existing email newsletter system that you use, and if not are you looking for recommendations for one to be integrated to meet the various features described that include an email newsletter component?

No, we don’t currently offer an email newsletter, however it’s something that we would like to implement in conjunction with the website redevelopment. This could be done using a third party system like MailChimp or Constant Contact, or if the CMS has a module that enables e-newsletter development, that would work too. We want people to be able to sign up to receive the newsletter(s) online. The email newsletter system should be integrated into the CMS in...
order to minimize duplication of effort with regard to maintaining subscriber lists, developing campaigns, etc. We also need to ensure that the system we use complies with existing legislation concerning the collection, use and storage of personal information (e.g. The Freedom of Information and Protection of Personal Privacy Act).

24. Integration: Regarding the integration with the SLRD’s online document management system and your soon-to-be-released services (GIS mapping, online recreation programming), would these just be links to other websites, or how should the integration work?

We currently store our meeting agendas and minutes in a system called FilePro (by CivicWeb). People visiting the website will need to be able to access these documents from our website. Currently this is done by embedding weblinks on our website to the appropriate location in FilePro where the document is stored. We would like to be able to provide links to agenda packages from our meeting calendar as well. The web search feature does not need to be integrated into the FilePro system at this time.

The web-based GIS mapping system and online recreation program registration will be done on other websites. All that will be required is a link to the appropriate website.

19. Interactive maps: Could you specify in what format they are in (for example Flash)? Is there an underlying database feeding the front-end display? What is the communications protocol between the front-end and the back-end if they are separate? How do you administrate the data (e.g. when a new attraction opens)?

Regarding the interactive GIS web mapping platform, all that will be required is a link to another website, however Flashplayer 11.1 or higher is needed to view the maps.

As stated in the RFP, we are interested in adding a basic ‘clickable’ map to the home page. This would not be connected to our GIS mapping platform. Rather, the intent is to offer a visually interesting way for people to see where the SLRD is located and where the electoral areas and municipalities are located, quickly find their area or municipality, click on it, and be taken to the appropriate page.

The map does not currently exist; it would need to be developed. Please note that this feature is ranked as a medium priority and will depend on the associated costs. Here are some links to give you an idea of what we had in mind:

http://www.islandstrust.bc.ca/
http://www.rdmw.bc.ca/
http://www.rdbn.bc.ca/
http://www.rdck.bc.ca/corporate/electoral_areas.html

20. Accessibility requirements: Are you comfortable at the accessibility A, which is the standard until 2021? There is A, AA, and AAA.

Meeting the current standard would be adequate.
25. **Multilingual approach:** Would you like to have the website designed and built in English with Google Translate translating the site into other languages if required, or would you like to actually make the website accessible in multiple languages?

The vast majority of our users are English, so enabling Google Translate on the website would be sufficient. Even that is noted as a low priority, so if this is a complex and/or expensive undertaking, we will likely not bother.

21. **Web exit survey:** Are you expecting to use FluidSurvey for the exit survey?

We have a membership with FluidSurvey, and they are a Canadian company (with a Canadian server) which is why we’ve used it in the past to deploy our surveys. We are open to suggestions. Please note that the web exit survey is noted as a low priority item.

22. **Electronic submission of forms / encryption:** The RFP mentions the ability to submit application forms, and also mentions encrypting data. Should all form submissions be encrypted? And are there samples of some of the more complex forms that might be required?

After discussing this with our department managers, it seems as though electronic submission of application forms will not be needed right away. We don’t process any applications until we receive payment, so until we are ready to offer online payment services we’ll just stick with having the forms available as downloadable PDFs that people can print and send in with their payments the old-fashioned way. We would like it if the system we go with could be upgraded to include the ability to submit application forms electronically at some point in the future.

Depending on how much work would be involved, it would be nice if the forms could be writable PDFs.

We would still like to have a Contact Us / Feedback form on the website. Here’s a link to an example form from the Comox Valley Regional District website:

http://www.comoxvalleyrd.ca/forms/feedback.aspx

26. **Online payment services:** Is this an existing service that would be linked, or something completely new that would need to be implemented. If it needs to be implemented, can further information about bill types and different departments be provided?

This would be a new service. Please note, this is a low priority and the RFP states “not currently required but may be needed in the future.” At this stage, we just want to ensure that the CMS would be flexible enough to support online payments; we aren’t planning to offer them in 2014. It would be helpful to have an understanding of how much money it would cost to add this service at some point in the future.

27. **Forums:** Depending on the user roles / rules required it could be quite expensive to develop forums. Should they be included in the cost?

Ranked as a medium priority, forums are a ‘nice to have,’ not a ‘need to have.’ If it would add tremendously to the cost, we would suggest leaving it out. Just be sure to indicate that it would not be included in the cost. And, if you could provide an idea of what it would cost to include it,
the Board could then decide if it was worth it or not. Increasing the flow of two-way communication is important to us, so we would like the website to enable this somehow.

28. **Secure forum area: Do you currently have a secure area for committee members, task forces, working groups, etc.?**

   No. We don’t currently have this. It’s ranked as a medium priority; depending on the cost and complexity, it could be phased in later. We need to make sure that the CMS we go with has the ability to offer this type of service.

29. **E-subscription services: What kind of e-subscription services do you offer? Would the integration be a link to the subscription as well or something more complex?**

   We don’t currently offer any e-subscription services, but we are interested in being able to offer our website users the chance to sign up to receive various notifications (i.e. a resident of Electoral Area A could subscribe to receive notifications that would keep them updated on any Area A news; or, people could sign up to receive a more general SLRD-wide newsletter).

   We are in the process of investigating emergency mass notification systems as well. The new website will need to include a self-registration portal that allows users to sign up to receive emergency notifications. For an example of how this might look, visit [http://www.nsemo.org/](http://www.nsemo.org/).

30. **Social Media Interface: What exactly do you mean by "Able to report on and analyze social media conversations"? What kind of reporting and analysis are you looking for?**

   Our intent with it was to see if we might have the ability to integrate our social media monitoring / analysis and our web analytics into one place. In terms of what we’re looking for in terms of analysis: we want to be able to track the number of twitter followers and Facebook likes, # of clicks on included links, mentions, # of blog views, # of comments, # of times posts have been shared, keywords.

   If we are able to integrate our social media dashboard into the CMS, it would be great if we could schedule and post updates directly from the CMS. Please note that this is a low priority item. If this would be a complex and expensive undertaking, we’ll stick with the basics (social media links on the site and possibly social media feeds, depending on cost).

31. **What are your expectations around 'portal customization'?**

   This is noted as a low priority item; we don’t have any expectations at the moment. Ideally, the CMS we choose will be capable of offering home page customization so we can consider it at some point in the future.

32. **Performance measures: What is the scope desired for ongoing performance measures for customer satisfaction? Analytics and contact forms or something greater?**

   We would like the website to include a contact form so that users can provide feedback about the website and provide web-related feedback. We’re also interested in adding a brief website exit survey to the site, though it’s noted as a low priority and would depend on cost / complexity. Analytics that help us better understand our customer needs / preferences / use of the site is essential.
Hosting:

33. **Do you have any specific requirements for the hosting solution? Do we need to stay within a certain budget for this?**

As far as the hosting requirements, we don't have a detailed list. Obviously, the web host would need to offer good security and have adequate space and bandwidth. We don't need to have our own dedicated server, but we would require that we have a unique and secure database for all of our data. It would need to be able to deliver the website with minimal downtime. The web host would have to be a Canadian company with Canadian servers in order to ensure compliance with the Freedom of Information and Protection of Personal Privacy Act. It would need to have a redundancy protocol in place in case. A good support package is also important. We’d want to make sure that any queries or issues are dealt with quickly.

In terms of our hosting budget, we are currently in our budgeting cycle for 2014. We’d like to see what comes back through this RFP process in terms of options before arriving at a budget. We would expect that the price would include web hosting, the use of the CMS and ongoing support and training. Please note that we do not require email hosting. All of our emails are currently hosted on an internal server.

34. **Service Requests within 4hrs, is this during business hours or 24/7?**

During business hours.