



## **REQUEST FOR PROPOSAL**

### **CORPORATION OF THE TOWN OF MATTAWA BRANDING, LOGO & WEBSITE REDESIGN**

**DATE OF ISSUE: Wednesday, March 30, 2022**  
**SUBMISSION DEADLINE: Friday, April 29, 2022**

The Corporation of the Town of Mattawa  
160 Water Street  
P.O. Box 390  
Mattawa ON P0H 1V0

## **SECTION “A” – PROJECT OVERVIEW**

### **1. Municipal Overview**

The Town of Mattawa is a small urban, single tier, municipality located in Northeastern Ontario, which offers an abundance of four-season wilderness experiences with its rivers, mountains, and scenic views. The area is well known for its long recreational trails that offers snowmobiling, cross-country skiing, and snowshoeing, during the winter months. Throughout the rest of the season, we offer hiking, bicycling, ATVing, canoeing, kayaking, swimming, camping, hunting, and fishing.

Proponents are encouraged to visit the current website: [www.mattawa.ca](http://www.mattawa.ca) to gain familiarity with the community in order to prepare a response to the RFP.

### **2. Project Background, Goals and Objectives**

The Town’s current website is out of date. There is a need for a refresh of the Town branding and logo.

The Town is seeking the services of a qualified web development, graphic design firm for the design and creation of new municipal branding, logo, and website. The proposal is expected to show a clear understanding of the final product and indicate a fixed price for project completion.

The objectives of the redesign would provide branding, logo, and website that is:

- The primary resource of information for residents, visitors and businesses.
- Easily maintained by Municipal Staff.
- Simple to navigate and has a superior search functionality.
- Compliant with accessibility requirements, specifically AODA and WCAG 2.0 and Level AA.
- Owned and copyrighted by the Town.
- Connected to SEO services, integrated with Google My business, google analytics, google web services and other applicable google services.
- Website must be easily located with keywords associated with the Town.
- Bring out the identity of Mattawa through fresh rebranding using colours, images and a logo design that is modern and represents the Town.

### **3. Project Responsibility**

Vendor will be responsible for the following:

- ✓ Design, planning, project management, implementation of new branding, logo, and website.
- ✓ Provision of staff training.
- ✓ Work with key staff to populate/migrate content to new website.

## **SECTION “B” – PROJECT REQUIREMENTS**

### **1. Mandatory Requirements**

Submissions must include a detailed description of how you will achieve each of these mandatory requirements:

#### **System Requirements**

- Meet or exceed compliance with the Integrated Accessibility Standards.
- Ability for staff to edit, add or delete content 24 hours a day with a user-friendly content management system and ability for Town staff to add new sections and/or pages and manage photos.
- Easy for end-users to navigate around the site through such features as a user-friendly search tool, a user-intuitive site structure and a detailed site map.
- Must support easy browsing via mobile and tablet devices.
- Secure hosting with servers located in Canada and security features and backup recommendations.

#### **Vendor Requirements**

- Previous experience of at least three projects in designing Canadian municipal government websites and or projects of a similar size and scope.
- Train key staff in the use of the content management system, and provide a manual for reference.
- A detailed work plan, including a step-by-step description of the process (with timelines and responsibilities assigned) the proponent would undertake in partnership with the Town of Mattawa to successfully complete the website redesign. The work plan should also clearly define the members of the proponent’s project team and their experience.
- A firm quotation cost. The proposal shall provide an all-inclusive total project cost. Cost proposals are to be all-inclusive and are to include the cost of all meetings and related items to complete this project.
- A separate cost proposal for ongoing hosting and support fees with hourly, monthly and annual rate options.

#### **Proposal Requirements**

- Overview of your company.
- Overview of how you will meet our objectives.
- Explanation of your proposed platform.
- Outline of your website design and development strategy.
- Proposed branding, logo, and website timeline from kickoff to launch.
- Recent design and development examples.
- References.
- Any key differentiators about you.

- Pricing with optional elements line-itemed.
- Terms and conditions.

### **Target Audiences**

The Vendor shall explain and outline how the project and proposal satisfy the Town's objective of informing local and potential residents, businesses and visitors to the area. Internal audience includes staff members who have responsibility for information and documents to be published on the website.

### **2. Preferred and Optional Requirements**

If chosen as the successful bidder, vendors must include a detailed description of how the following preferred requirements would also be achieved:

- Facebook and Instagram plugins.
- News feed.
- Website analytics.
- Community event calendar, which can be added by community partners.
- Searchable business directory.
- Online fill in forms.
- Bilingual translation (to French) by Google translate or other tool.
- Service request technology.
- Advice and training on content writing.
- Other features and technology available at developer's discretion.

## **PART "C" – INFORMATION TO VENDORS**

### **1. RFP Closing and Submission**

Website development firms wishing to submit proposals are to be received at the Town of Mattawa attention Ms. Francine Desormeau, Chief Administrative Officer/Treasurer, [francine.desormeau@mattawa.ca](mailto:francine.desormeau@mattawa.ca) at 160 Water Street, Mattawa no later than **Friday, April 29<sup>th</sup>, 2022 by 4:00 p.m.**

Submissions received after closing time will not be considered.

The Town assumes no risk or responsibility whatsoever that the email will be received and shall not be liable to any Proponent if for any reason a submission is not properly received.

### **2. Withdrawal**

A submission may be withdrawn at any time prior to the closing date and time at the Vendor's discretion. Withdrawal notification must be in written form, signed, and must be submitted to the Chief Administrative Officer/Treasurer. Telephone calls will not be accepted.

After the official closing date and time, all submissions received shall be irrevocable.

### **3. Harmonized Sales Tax**

The quoted prices must clearly show the Harmonized Sales Tax (HST) as a separate item from the total price submission.

### **4. Submission Acceptance**

It shall be the policy of the Town that in any procurement of goods, services, facilities or construction invitations to submit a proposal to the Town, the Town reserves the right to reject an offer to supply goods and/or services or RFPs presented. Unless otherwise specified in this RFP, this RFP constitutes an irrevocable offer to provide the goods and/or services described herein for a period of sixty (60) calendar days from the closing date of the receipt of RFP.

The Town reserves the right to award by item, or part thereof, groups of items, or parts thereof or all items of the submission, and to award Contracts to one or more Vendor submitting identical prices, to accept or reject any submission in whole or in part; to waive irregularities or omissions. If in doing so, the best interests of the Town will be served. No liability shall accrue to the Town for its decision in this regard. The acceptance of any submission is subject to appropriate funding acceptable to the Town. Lowest, or any RFP, not necessarily accepted.

## 5. Selection Criteria

Criteria	Value
Company Profile/experience 3 examples of similar projects and links to the final websites	25%
Project Team	25%
Project Methodology	25%
Price	25%
<b>Total Score</b>	<b>100%</b>

## 6. Proposal Layout

- Cover Letter and Proposal Application Form (Appendix “A”)
- Company Profile and Experience
  - 3 examples of similar projects including website links,
- Project Team
  - Only include CVs for those working on our website
- Project Methodology
  - Timeline and Project Management Plan
  - Accessibility Compliance
  - Mock home page for the proposed new website
- Fee Structure
  - Include total cost of Website
- Other Potential Features and Costs

## 7. Insurance

The Vendor acknowledges that he/she is an independent Contractor and shall, indemnify, protect and save harmless the Corporation of the Town of Mattawa, its agents and employees from any and all damages, liabilities and claims of whatsoever nature arising out of the furnishing by the Vendor, its agents or employees of the materials and/or performing of the services covered by this RFP. The Vendor remains responsible for maintaining the required insurance even if the certificates are never exchanged and/or requested.

## 8. Contract Cancellation

The Town shall have the right, which may be exercised from time to time, to cancel any uncompleted or unperformed portion of the work or part thereof. In the event of such cancellation, the Town and the Vendor shall negotiate a settlement. The Town shall not be liable to the Vendor for loss of anticipated profit on the cancelled portions of the work.

## 9. Responsibility

The Town shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Vendor prior to, subsequent to, or by reason of the

acceptance or the non-acceptance of an RFP save as provided in the Contract. The Town reserves the right to reject any or all RFP's and to waive formalities as the interest of the Town may require without stating reasons, therefore, and the lowest or any RFP will not necessarily be accepted.

## **10. Payment**

Payment terms offered are net 30 days, unless otherwise negotiated.

The Town shall have the right to withhold, from any sum otherwise payable to the Vendor, such amount as may be sufficient to remedy any defect or deficiency in the work, pending correction of the same.

## **11. Optional Contract Extension**

The Town reserves the option to extend the Contract. Any renewal will be based upon quality of service, mutual agreement and annual price negotiations between the Vendor and the Town.

## **12. Accessibility**

The Vendor shall provide a declaration that they are compliant with the Accessibility for Ontarians with Disabilities Act and its Regulations.

## **13. Municipal Freedom of Information**

Any personal information collected by or on behalf of the Town under this Request for Proposal is subject to the Municipal Freedom of Information and Protection of Privacy Act. The information provided to the Town may be used to confirm certain information provided in the submissions for this project. The person submitting this Proposal consents to such collection and use of the information. The person submitting this Proposal acknowledges the Proposal is a public document and that the information contained in the Proposal may become public and consents to the release of that information. By responding to this Request for Proposal, respondents waive any challenge to the Town decision in this regard. Any questions regarding the collection, use, or disclosure of the information should be directed to the Clerk of the Town.

## **14. Conflict of Interest**

By submitting a proposal, the Vendor confirms that:

- No person, firm, or corporation, other than the Bidder, has any interest in this Proposal in the proposed contract for which this proposal is made.
- This Proposal is made without any connection, comparison of figures or arrangements with or knowledge of any other corporation, firm or person making a proposal for the same work and is in all respects fair and without collusion or fraud.
- No member of Council and no officer or employee of the Town is or will become interested directly or indirectly as a contracting party, partner, shareholder, surety or otherwise in any portion of the profits thereof, or in any of the monies to be derived there from.

## APPENDIX "A" – Proposal Application Form

### General Information:

This form must be signed by a person authorized to make proposals and enter into contract negotiations on behalf of your firm. To be considered for this project, the submittals must be completed in accordance with this RFP and this cover sheet attached.

Company Legal Name: \_\_\_\_\_

Authorized Official (Signature): \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Print Name: \_\_\_\_\_

Contact Person for Project: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_