

REQUEST FOR PROPOSALS

Whistler.ca website redesign with the option to bid on:

- website front-end development
- user interface design
- ongoing website maintenance

REQUEST FOR PROPOSALS

Whistler.ca website redesign

RFP Number A101-0590-01-001

Issued February 12, 2024

Site visit or meeting N/A

Closing time and date: 4 p.m. PST on Monday, February 26, 2024

Question submission deadline 4 p.m. PST on Tuesday, February 20, 2024

Closing location RMOW Municipal Hall, 4325 Blackcomb Way, Whistler B.C., V8E 0X5

Contact Penny Buswell Lafrance, Digital Communications Specialist
Jennifer Smith, Manager of Communications

website@whistler.ca

Proposals will be opened shortly after the RFP closes.

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1.0 RFP OVERVIEW

RFP purpose

Whistler.ca is the Resort Municipality of Whistler's (RMOW) primary corporate communications tool. It connects the public with information about the organization and allows access to engagement as well as municipal services. Whistler.ca is the resort community's first choice to access information about the RMOW, and we are committed to delivering an exceptional user experience for site visitors.

This website front-end redesign is the second half of a long-planned website overhaul, which began with the backend transition from Drupal to WordPress. A mass digital cleanup was done for Phase 1 of this project, taking the site from 8000 pages to about 800; however, much of the remaining content is still only marginally viewed. Our Search Engine Optimization needs work to make accessing important information through Google easier.

This website redesign is to improve the user experience and update the visual design and information on the website. The goal is to create a streamlined, easy-to-navigate site that allows the range of users to conveniently find the information they need. Attention will be paid to the needs of the range of users and will refer to the international Web Content Accessibility Guidelines (WCAG).

The planned process will require a developer and user interface designer to work with a user experience consultant, accessibility consultant and the RMOW Communications team. This website redesign team plan to conduct stakeholder interviews to identify current user experience issues, research into improving the user experience, content planning and organization during the information architecture design process. Then we plan to wireframe the templates and iteratively test the prototypes with users to improve the design based on feedback.

Planned steps of website front-end redesign

- Content inventory by Communications team
- UX consultant leads stakeholder interviews, resident interviews to research current website pain points
- UX consultant works on wireframing
- Content re-writing by Communications team
- Website template design, wireframing, key page layout
- UX consultant works on information architecture
- Usability testing on wireframes and information architecture
- User interface designer does interface design
- Design validation phase and accessibility testing by accessibility consultant
- Evolution of the interface design
- User interface designer prepares development brief
- Website development
- Developer testing, final changes, followed by launch
- Developer training of Communication team
- Developer website maintenance following launch

Website development

Working with the user experience consultant, user interface designer and Communications Team, create and implement the new design, templates, functionality, accessibility and integrations in the new whistler.ca, which may include identifying alternative modules with similar functionality or recommending updated processes.

- Uploading updated content (copy, images and files) as efficiently as possible.
- Leveraging new software functionality to improve site management and usability
- Ensuring best practices in website security are implemented
- Testing and launching of the new website and removing broken links
- Developing training videos for functionalities not currently used on the existing website
- Training Communications Department staff on the site administration
- Maintaining the site once launched, including 24/7 support.
- Continuous user-focused improvement of the site.

User interface design

- Working with the user experience consultant, developer and Communications Team, create the design for the new whistler.ca
- Following guidance from user experience designer, the RMOW brand and WCAG accessibility standards, creates initial interface design
- Evolution of interface design, following the design validation phase and accessibility testing is completed
- Preparation of development brief

Community and website background

The Resort Municipality of Whistler (RMOW) is led by an elected Council and administered by an executive team and staff on behalf of around 14,000 residents and over three million annual visitors. Our community vision for Whistler is “a place where our community thrives, nature is protected and guest are inspired”. Learn more about the RMOW at whistler.ca/about.

Whistler.ca has received around 1.7 million annual page views in recent years. The majority of website traffic originates in Whistler and the Lower Mainland.

Whistler.ca uses the latest WordPress Content Management System. The corporate website is managed by the Communications Department, supported by a team of around 20 content contributors who make day-to-day content updates. Communications Department website administrators make most website edits, and also publish webpage edits completed by the content contributors.

Whistlerlibrary.ca is also owned by the Resort Municipality of Whistler. It is managed separately by the Whistler Library.

Scope

Website development

The whistler.ca redesign will involve the migration and rebuild of the new design, content, modules, views, settings, integrations and updated accessibility provided by the rest of the website redesign team (planned to be the Communications Department, user experience consultant, user interface designer and accessibility

consultant) using the existing WordPress CMS. The early stages of the project have already begun and the entire process is expected to complete around December 2024.

Training videos and help pages will also need to be created to reflect new processes and functionality as a result of the upgrade. Training sessions for the Communications Department administrative staff will also be required to ensure a satisfactory level of comfort managing the new site.

User interface design

Create the new design for the website, following guidance from the user experience consultant, and integrating the RMOW brand guidelines. The design work will consider the needs of different user groups, including the WCAG accessibility guidelines.

Website maintenance

Ongoing maintenance and support will also be required 24/7 for a minimum of two years following the completion of the relaunch of whistler.ca.

2.0 DEFINITIONS

Throughout this Request for Proposals, the following definitions apply:

“Addenda”: means all additional information regarding this RFP including amendments to the RFP;

“BC Bid”: means the BC Bid website located at www.bcbid.ca;

“Closing Location”: includes the location or email address for submissions indicated in the Key Information Summary;

“Closing Time”: means the closing time and date for this RFP as set out Key Information Summary of this RFP;

“Contract”: means the written agreement resulting from the RFP executed by the RMOW and the successful Proponent;

“Contractor” or “Consultant”: means the successful Proponent to the RFP who enters into a Contract with the RMOW;

“Department”: means the Department of the RMOW issuing this RFP;

“must”, or “mandatory” means a requirement that must be met in order for a Proposal to receive consideration;

“Preferred Respondent”: means the respondent deemed by the RMOW to have the highest ranked assessment of its Response according to the process set out herein;

“Proponent”: means a person or entity (excluding its parent, subsidiaries or other affiliates) with the legal capacity to contract, that submits a Proposal in Response to the RFP;

“Proposal”: means a written Response to the RFP that is submitted by a Proponent;

“Request for Proposals” or “RFP”: means the solicitation described in this document, including any attached or referenced appendices, schedules or exhibits and as may be modified in writing from time to time by the RMOW by Addenda;

“Response”: means the submission of an offer, bid, tender or Proposal according to this RFP;

“Responder” or “Respondent”: The company, individual or entity responding to this RFP;

“RMOW”: means the Resort Municipality of Whistler and includes the Department issuing this RFP;

“RMOW Contact”: means the individual named as the contact person for the RMOW in this RFP;

“RMOW Electronic Mail System”: means the electronic mail system of the Resort Municipality of Whistler;

“should”, “could” “may” or “desirable”: means a requirement having a significant degree of importance to the objectives of this RFP;

“Supplier” or “Contractor”: the person or company selected to provide products and/or services under the terms of this contract. This extends to and includes any sub-contractors to the supplier;

“W.C.B.”: Workers Compensation Board of British Columbia, doing business as WorkSafe BC.

3.0 TERMS AND CONDITIONS

Submitting a Proposal indicates acceptance of all the terms and conditions set out in this RFP, including those that are included in all appendices and any Addenda.

1. Mandatory conditions

The Response must be contained in a sealed opaque package and must be received at the closing location by or before the closing time as noted in the summary of key information of this document;

A completed and signed form substantially similar in form and content to that in Appendix A is included with the Response; and

The Response is in the English language.

2. Late proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete Proposals received and marked before the Closing Time will be considered to have been received on time. Proposals received late will be marked late and not considered or evaluated. In case of a dispute, the Proposal receipt time as recorded by the RMOW at the Closing Location will prevail whether accurate or not.

3. Proposal validity

Proposals will be open for acceptance for at least 90 days after the Closing Time.

4. Firm pricing

Prices will be firm for the entire Contract period unless the RFP specifically states otherwise.

5. Completeness of proposal

By submitting a Proposal the Proponent warrants that, if the RFP is to design, create or provide a system or manage a program, all components required to run the system or manage the program have been identified in the Proposal or will be provided by the Contractor at no additional charge.

6. Changes to proposals

By submitting a clear and detailed written notice, the Proponent may amend or withdraw its Proposal before the Closing Time. Unless the RFP otherwise provides, Proponents should use a consistent submission method for submitting Proposals and any amendments or withdrawals. Upon Closing Time, all Proposals become irrevocable. The Proponent will not change any part of its Proposal after the Closing Time unless requested by the RMOW for purposes of clarification.

7. Conflict of interest/no lobbying

A Proponent may be disqualified if the Proponent's current or past corporate or other interests, or those of a proposed subcontractor, may, in the RMOW's opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by a Proponent in the preparation of the RFP or a relationship with any employee, contractor or representative of the RMOW involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether there might be a conflict of interest, the Proponent should consult with the RMOW Contact prior to submitting a Proposal. By submitting a Proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.

A Proponent must not attempt to influence the outcome of the RFP process by engaging in lobbying activities. Any attempt by the Proponent to communicate for this purpose directly or indirectly with any employee, contractor or representative of the RMOW, including members of the evaluation committee and any elected officials of the RMOW, or with the media, may result in disqualification of the Proponent.

8. Subcontractors

Unless the RFP states otherwise, the RMOW will accept Proposals where more than one organization or individual is proposed to deliver the services described in the RFP, so long as the Proposal identifies the lead entity that will be the Proponent and that will have sole responsibility to deliver the services under the Contract. The RMOW will enter into a Contract with the Proponent only. The evaluation of the Proponent will include evaluation of the resources and experience of proposed sub-contractors, if applicable.

All subcontractors, including affiliates of the Proponent, should be clearly identified in the Proposal.

A Proponent may not subcontract to a firm or individual whose current or past corporate or other interests, may, in the RMOW's opinion, give rise to an actual or potential conflict of interest in connection with the services described in the RFP. This includes, but is not limited to, involvement by the firm or individual in the preparation of the RFP or a relationship with any employee, contractor or representative of the RMOW involved in preparation of the RFP, participating on the evaluation committee or in the administration of the Contract. If a Proponent is in doubt as to whether a proposed subcontractor might be in a conflict of interest, the Proponent should consult with the RMOW Contact prior to submitting a Proposal. By submitting a Proposal, the Proponent represents that it is not aware of any circumstances that would give rise to a conflict of interest that is actual or potential, in respect of the RFP.

Where applicable, the names of approved subcontractors listed in the Proposal will be included in the Contract. No additional subcontractors will be added nor other changes made to this list in the Contract without the written consent of the RMOW.

9. Proponents' expenses

Proponents are solely responsible for their own expenses in participating in the RFP process, including costs in preparing a Proposal and for subsequent finalizations with the RMOW, if any. The RMOW will not be liable to any Proponent for any claims, whether for costs, expenses, damages or losses incurred by the Proponent in preparing its Proposal, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

10. Limitation of damages

By submitting a Proposal, the Proponent agrees that it will not claim damages, for whatever reason, relating to the Contract or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Proponent in preparing its Proposal and the Proponent, by submitting a Proposal, waives any claim for loss of profits if no Contract is made with the Proponent.

11. Liability for errors

While the RMOW has used considerable efforts to ensure information in the RFP is accurate, the information contained in the RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the RMOW, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

12. No commitment to award

The RFP should not be construed as an agreement to purchase goods or services. The lowest priced or any Proposal will not necessarily be accepted. The RFP does not commit the RMOW in any way to award a Contract.

13. No implied approvals

Neither acceptance of a Proposal nor execution of a Contract will constitute approval of any activity or development contemplated in any Proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

14. Legal entities

The RMOW reserves the right in its sole discretion to:

- disqualify a Proposal if the RMOW is not satisfied that the Proponent is clearly identified;
- prior to entering into a Contract with a Proponent, request that the Proponent provide confirmation of the Proponent's legal status (or in the case of a sole proprietorship, the Proponent's legal name and identification) and certification in a form satisfactory to the RMOW that the Proponent has the power and capacity to enter into the Contract;
- not to enter into a Contract with a Proponent if the Proponent cannot satisfy the RMOW that it is the same legal entity that submitted the Proponent's Proposal; and

- require security screenings for a Proponent who is a natural person, subcontractors and key personnel before entering into a Contract and decline to enter into a Contract with a Proponent or to approve a subcontractor or key personnel that fail to pass the security screenings to the RMOW's satisfaction.

15. Reservation of rights

In addition to any other reservation of rights set out in the RFP, the RMOW reserves the right, in its sole discretion:

- to modify the terms of the RFP at any time prior to the Closing Time, including the right to cancel the RFP at any time prior to entering into a Contract with a Proponent;
- in accordance with the terms of the RFP, to accept the Proposal or Proposals that it deems most advantageous to itself;
- to waive any non-material irregularity, defect or deficiency in a Proposal;
- to request clarifications from a Proponent with respect to its Proposal, including clarifications as to provisions in its Proposal that are conditional or that may be inconsistent with the terms and conditions of the RFP, without any obligation to make such a request to all Proponents, and consider such clarifications in evaluating the Proposal;
- to reject any Proposal due to unsatisfactory references or unsatisfactory past performance under contracts with the RMOW, or any material error, omission or misrepresentation in the Proposal;
- at any time, to reject any or all Proposals; and
- At any time, to terminate the competition without award and obtain the goods and services described in the RFP by other means or do nothing.

16. Ownership of proposals

All Proposals and other records submitted to the RMOW in relation to the RFP become the property of the RMOW and, subject to the provisions of the *Freedom of Information and Protection of Privacy Act* (Act) and the RFP, will be held in confidence. For more information on the application of the Act, go to http://www.cio.gov.bc.ca/cio/priv_leg/index.page.

17. Copyright

This document is subject to copyright and may be used, reproduced, modified and distributed to the extent necessary for the Proponent to prepare and submit a Proposal.

18. Confidentiality agreement

The Proponent acknowledges that prior to the Closing Time it may be required to enter into a confidentiality agreement with the RMOW in order to obtain access to confidential materials relevant to preparing a Proposal.

19. Contract

By submitting a Proposal, the Proponent agrees that should its Proposal be successful the Proponent will enter into a Contract with the RMOW on terms and conditions set out in Appendix C and such other terms and conditions to be finalized to the satisfaction of the RMOW, if applicable.

Written notice to a Proponent that it has been identified as the successful Proponent and the subsequent full execution of a written Contract will constitute a Contract for the goods or services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events.

20. Contract finalization delay

If a written Contract cannot be finalized with provisions satisfactory to the RMOW within thirty days of notification of the successful Proponent, the RMOW may, at its sole discretion at any time thereafter, terminate discussions with that Proponent and either commence finalization of a Contract with the next qualified Proponent or choose to terminate the RFP process and not enter into a Contract with any of the Proponents.

21. Trade agreements

This RFP is covered by trade agreements applicable to RMOW and other jurisdictions, including the following:

- Canadian Free Trade Agreement;
- New West Partnership Trade Agreement;

For more information, Proponents may contact the RMOW contact.

4.0 INSTRUCTIONS TO PROPONENTS

Submission of proposals

Proposals must be submitted before Closing Time to the Closing Location stated in the summary of key information using the submission method set out in this section of this RFP. The Proponent is solely responsible for ensuring that, regardless of submission method selected, the RMOW receives a complete Proposal, including all attachments or enclosures, before the Closing Time.

The Proposal shall be submitted via email to the RMOW at:

- Name: Penny Buswell Lafrance, Digital Communications Specialist, and Jennifer Smith, Manager of Communications
- Email: website@whistler.ca

The Proposal shall be submitted with the price quoted in Canadian dollars for each item defined in the Cost Fit criteria defined in section 5 (evaluation) on or before: Monday, February 26 at 4 p.m. PST

Proposals can bid on some or all parts of the RFP.

Following the closing date, the RMOW intends to provide the Notification of Award for the contract to the preferred Proponent(s) on or before: Monday, March 11, 2024.

The maximum size of a Proposal sent by email, including all attachments, must be 10 MB or less. Proponents are solely responsible for ensuring that email Proposal submissions comply with any size restrictions imposed by the Proponent's internet service provider.

1. Alternative solutions

If more than one approach to deliver the goods or services described in the RFP is offered, Proponents should submit the alternative approach in a separate Proposal.

2. Updating the approach

The RMOW acknowledges that website technology changes, and achieving the stated goal might benefit from an updated approach to what is described in this RFP. In order to achieve the goal of improving the whistler.ca user experience, the approach may be modified following agreement between the successful Proponent developer and Communications Department.

3. Brand names or equivalent

Unless otherwise stated, if, and wherever, the Specifications state a brand name, a make, the name of manufacturer, a trade name or a vendor catalogue number, it is not intended to rule out the use of other equivalent materials or equipment.

If, however, Products other than that brand or manufacturer specified is quoted in any RFP, the Submission must explicitly include the name of such Products, its manufacturer, and trade name and any applicable vendor catalogue number, and the RMOW may require that the Proponent provide proof of equivalency. Evidence of quality in the form of samples may be requested.

4. Collection and use of personal information

Proponents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If the RFP requires Proponents to provide the RMOW with personal information of employees who have been included as resources in Response to the RFP, Proponents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the RMOW. Such written consents should specify that the personal information may be forwarded to the RMOW for the purposes of responding to the RFP and used by the RMOW for the purposes set out in the RFP. The RMOW may, at any time, request the original consents or copies of the original consents from Proponents, and upon such request being made; Proponents will immediately supply such originals or copies to the RMOW.

5. Signatures

If an individual is making the Response, they shall print or type their name and address on the Response form and sign the same in the spaces provided. Their signature shall be witnessed and the witness shall give their address.

If a partnership is making the Response, the name and address of the partnership shall be printed or typed on the Response form and the names of all members of the partnership shall be printed or typed in the spaces provided. The Response shall be signed by one or more of the partners in the following manner: for example, "Chan and Berger by Robin Berger, a partner". The signature or signatures shall be witnessed and the witness or witnesses shall give their address or addresses.

If a company is making the Response, the name of the company and its place of business shall be printed or typed on the Response form and the form shall be signed by the person or persons authorized to sign the Response on behalf of the company, indicating the capacity in which they sign: for example, "ABC Company Ltd. by Robin Berger, Secretary" or as the case may be.

Responses signed by an agent must be accompanied by evidence of their authority.

Additional information

All Addenda will be posted on BC Bid and whistler.ca/bid. It is the sole responsibility of the Proponent to check for Addenda on these websites. Proponents are strongly encouraged to subscribe to BC Bid’s email notification service to receive notices of Addenda.

Debriefing

At the conclusion of the RFP process, all Proponents will be notified by a statement of outcome posted to BC Bid and RMOW’s website.

5.0 EVALUATION

This section outlines how we’ll evaluate Responses to this RFP to select a preferred respondent.

Evaluation

Proposals will be assessed in accordance with the evaluation criteria. The RMOW will be under no obligation to receive further information, whether written or oral, from any Proponent. The RMOW is under no obligation to perform any investigations or to otherwise verify any statements or representations made in a Proposal. Proposals from not-for-profit agencies will be evaluated against the same criteria as those received from any other Proponents.

The RMOW may consider and evaluate any Proposals from other jurisdictions on the same basis that the RMOW purchasing authorities in those jurisdictions would treat a similar Proposal from a British Columbia supplier.

Evaluation Team

The evaluation team may consist of RMOW employees, contractors to the RMOW and others as may be appointed to the evaluation team by the RMOW. All persons on the evaluation committee shall be bound by the same standard of confidentiality.

Evaluation Process

Evaluation of Responses will be made in the same and subsequent order as stated in the subsections to this section, Section 5.0 - Evaluation.

Desirable Criteria

Using the following desirable criteria, the evaluation team will assess each Respondent’s ability to fulfil the scope of work and responsibilities identified in Appendix B. The Response form includes the desirable criteria against which Responses will be evaluated. Respondents should ensure that they fully respond to all criteria in order to receive full consideration during evaluation.

Evaluation criteria	Vendor evaluation groupings	Key considerations	% weight
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Business Fit	Ability to handle our requirements & meet key needs	Customer Experience	25
		Staff Experience	
		Functional Specific Requirements	
		Assumptions, constraints, and/or dependencies	
System Fit	Suitability of system considerations	Technical approach	20
		Financial, Security & Compliance considerations	
		Support & Upgrade approach	
		Accessibility	
Vendor Fit	Compatibility of Vendor / Product	Implementation Experience	15
		Service/support track record & references	
Implementation Fit	Implementation Considerations	Implementation approach	15
		Suitability of implementation duration & timelines	
Cost fit	Cost / Purchase considerations	Initial Costs (CMS upgrade)	10
		Ongoing Costs (post-launch maintenance)	10
Future fit	Strategic future roadmap considerations	Ongoing digital transformation and delivery of services, engagement and communications.	5

Explanation of rated criteria

Business fit

- Customer experience
 - Site downtime and 'content freeze' windows are limited to minimize impacts to site users.
 - User experience recommendations and visual design are implemented to improve the site.
 - Existing third-party integrations are retained and functional in the CMS.
- Staff experience
 - Workflows for content approvals and granular permissions management are retained as much as possible.
 - Changes made to back-end content management processes are minimized as much as possible.
 - Where changes to site management process are required, training and help videos are provided for users.
 - Developing training videos for functionality not used on existing website
- Functional specific requirements
 - Ensuring best practices in website security are implemented
 - Reducing unnecessary work
 - Testing and launching of the new website front-end (including very few broken links)
 - Maintaining the new site once launched, including 24/7 support.
- Assumptions, Constraints and/or dependencies in this Proposal

Indicate where any of these apply that have not been explicitly stated. Includes but is not limited to:

- Municipal resources for implementation
- Hardware / software capability
- Implementation timelines
- Training
- Pricing

System fit

- Overview of content updating approach and collaboration with Communications Department who will be redoing the current content
- Strategy to ensure:
 - Functioning of the new content in the CMS
 - Integration of Web Content Accessibility Guidelines where practical and relevant, and balanced with a good content experience for the bulk of users. We will be aiming for AA success criteria for most content.
 - Google Analytics are available for all site functions, using Google Universal Analytics, as well as Google Analytics 4 (GA4).
- For the proposed approach, confirm the
 - Involvement of RMOW staff (communications and IT)
 - Any technical requirements
- Where the respondent is responsible for website data, provide details of the security measures in place to protect this data; Including back-ups and disaster recovery plans.

Vendor fit

- Qualifications and related experience
- Team size
- Communication (frequency and ability to communicate to a non-technical audience).
- Support availability and service level agreement (hours/days of work, physical location, response time, time zone etc.)

Implementation fit

- Confirm the feasibility of an December 2024 site launch (with flexibility for a delayed start if constraints arise on the RMOW’s side)
- Recommended training format for site administrators
- A detailed GANTT chart/work plan is provided that outlines tasks with completion dates (including key milestones).
- Plan allows flexibility to reschedule site down time

Cost fit

Prices will be evaluated according to the formula:

$$\text{Maximum Points Available for price} \times \frac{\text{Lowest Price Offered}}{\text{Price being Evaluated}} =$$

For the maintenance component of the project, an hourly rate should also be provided separate from the front-end development upgrade work, including a quote for the **recurring** monthly site maintenance. The project price and the maintenance price will be evaluated separately according to the above formula.

Pricing should be provided in a format similar to the following table. Proponents only need to fill the sections they are bidding on:

#	Item	Cost Type	Cost
1	Front-end development	One-time	\$

2	User interface design	One-time	\$
3	Monthly site maintenance	Recurring	\$
4	Annual maintenance and improvement requests	Recurring	Up to \$
5	Annual website fixed costs (to be reimbursed)	Recurring	\$
6	Hourly rate (ongoing maintenance and improvements)	Recurring	\$
	<i>[add additional lines as necessary]</i>		
	Total front-end development upgrade cost		\$
	Total user interface design upgrade cost		\$
	Annual estimated website costs		\$

Future fit

- Identify opportunities to capitalize on WordPress features, including improvements to staff, user experience and accessibility.
- Support the website moving forward as a user-centred site with a strong WCAG accessibility rating.
- Ongoing focus on Search Engine Optimization.
- Support with content to ensure pages are kept updated, minimize broken links and that pages are kept to a user-friendly number, rather than having the site bloat with low-value, outdated content.
- Site will accommodate significant overall increases in website traffic.

Interview and/or Presentation

Selected respondents may be requested to attend an interview with the RMOW's evaluation committee and/or make a presentation to the evaluation committee.

Respondents may be asked to clarify or verify any part of their written response and/or presentation.

The RMOW, at its sole discretion, may adjust their scores for the desirable criteria after clarification and/or verification of the written Proposals. The highest scoring Respondent ("Preferred Respondent") will be selected by adding the scores from the desirable criteria evaluation and from the presentation. The Preferred Respondent will then proceed to the next stage of the evaluation.

References Checks

The references of the Preferred Respondent may be contacted to validate any part of a Response. The RMOW reserves the right to conduct such independent reference checks or verifications as are deemed necessary by it to clarify, test, or verify the information contained in the Response and confirm suitability of the Respondent. The RMOW will not enter into a Contract with any Respondent whose references, in the RMOW's sole and reasonable opinion, are found to be unsatisfactory.

Complete the following table and enclose with your Response. References for work similar to that specified herein are preferred. The respondent authorizes the RMOW to make such enquiries of references that it deems appropriate. Please provide:

- Provide a list of all current clients
- Three (3) references for a similar project.

Client/Owner	Contact Name and Contact Information	Description of the Work	Approx. Value	Completion Date
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Litigation

In addition to any other provision of this RFP, the RMOW may, in its absolute discretion, reject a Proposal if the Proponent, or any officer or director of the Proponent submitting the Proposal, is or has been engaged directly or indirectly in a legal action against the RMOW, its elected or appointed officers, representatives or employees in relation to any matter, or if the RMOW has initiated legal action against any officers or directors of the Proponent.

In determining whether or not to reject a Proposal under this section, the RMOW will consider whether the litigation is likely to affect the Proponent’s ability to work with the RMOW, its consultants and representatives and whether the RMOW’s experience with the Proponent indicates that there is a risk the RMOW will incur increased staff and legal costs in the administration of the Contract if it is awarded to the Proponent.

Negotiations

The RMOW reserves the right, at its sole discretion, to negotiate with the Preferred Respondent. In no event will the RMOW be required to offer any modified terms to any other Respondent prior to entering into an agreement with the Preferred Respondent and the RMOW shall not incur any liability to any Respondent as a result of such negotiation or modifications.

It is the intent of the RMOW to ensure it has the flexibility it needs to arrive at a mutually acceptable Contract. It is not the intent of the RMOW to allow for new or significantly altered Responses in any negotiations with the Preferred Respondent.

Negotiations may include:

- Price adjustments;
- Changes to the requirements and responsibilities compatible with the original goal;
- Contract payment details
- Selected contract terms contained in the pro-forma contract as identified by the Proponent for negotiation.

If a Contract cannot be negotiated with the Preferred Respondent, the RMOW will follow the process outlined in section 9 immediately below.

Negotiation Delay

If a written Contract cannot be negotiated within thirty (30) days of notification of the Preferred Respondent, the RMOW may, at its sole discretion at any time thereafter, terminate negotiations with that Respondent and either negotiate a Contract with the next best qualified Respondent and so on or choose to terminate the Request for Proposal process and not enter into a Contract with any of the Respondents. Such cancellation does not preclude the RMOW from entering into a contract with a Respondent in respect of any aspect of the work contemplated by this RFP.

Notification

All respondents will be notified of the outcome of the appraisal and award process.

6.0 APPENDIX A: SIGNATURE AND RESPONSE FORM

Complete this section and enclose it with your Response.

RFP project title: Website redesign with the option to bid on:

- website front-end development
- user interface design
- ongoing website maintenance

RFP reference no: A101-0590-01-001

Legal name of proponent:

Contact person and title:

Business address:

Telephone:

E-mail address:

I am responding to the following sections:

- website front-end development
- user interface design
- ongoing website maintenance

I/We, the undersigned duly authorized representative of the Proponent, having received and carefully reviewed all of the Proposal documents, including the RFP and any issued addendums, and having full knowledge of the Site(s), and having fully informed ourselves as to the intent, difficulties, facilities and local conditions attendant to performing the Services, we have allowed for these conditions and submit this Proposal in response to the RFP.

The undersigned further agrees, on behalf of the company named below, to supply the goods and services listed at the prices quoted and within the terms and conditions as identified in Request for Proposal A101-0590-01-001. This Offer is valid and enforceable for at least Ninety (90) days following the closing date.

This Proponent further warrants that this Proposal is made without collusion with any other party except those expressly disclosed in this Proposal and that the Proponent has no conflict of interest.

The undersigned warrants that they have the authority to bind the company to this contract.

I/We confirm that this Proposal is accurate and true to best of my/our knowledge.

I/We confirm that, if I/we am/are awarded the Agreement, I/we will at all times be the “prime consultant/contractor” as provided by the Worker's Compensation Act (British Columbia) with respect to the Services. I/we further confirm that if I/we become aware that another consultant/contractor at the place(s) of the Services has been designated as the “prime consultant/contractor”, I/we will notify the RMOW immediately, and I/we will indemnify and hold the RMOW harmless against any claims, demands, losses, damages, costs, liabilities or expenses suffered by the RMOW in connection with any failure to so notify the RMOW.

This Proposal is submitted this _____ day of _____, 2024

I/We have the authority to bind the Proponent.

(Name of Proponent)

(Name of Proponent)

(Signature of Authorized Signatory)

(Signature of Authorized Signatory)

(Print Name and Position of Authorized Signatory)

(Print Name and Position of Authorized Signatory)

1. Addenda Acknowledgment

Addenda no.	Date issued

7.0 APPENDIX B: SCOPE OF WORK, DETAILS OF THE SUPPLY

Summary of front-end redesign process

- Working with the user experience consultant, user interface designer and Communications Team, create and implement the new design, templates, functionality, accessibility and integrations in the new whistler.ca, which may include identifying alternative modules with similar functionality or recommending updated processes.
- Uploading updated content (copy, images and files) as efficiently as possible.
- Leveraging new software functionality to improve site management and usability
- Ensuring best practices in website security are implemented
- Testing and launching of the new website and removing broken links
- Developing training videos for functionalities not currently used on the existing website
- Training Communications Department staff on the site administration

Summary of user interface design process

- Working with the user experience consultant, developer and Communications Team, create the design for the new whistler.ca
- Following guidance from user experience designer, the RMOW brand and WCAG accessibility standards, creates initial interface design
- Evolution of interface design, following the design validation phase and accessibility testing is completed
- Preparation of development brief

Website maintenance

- Maintaining the site once launched, including 24/7 support.
- Ensuring the security and reliability of the RMOW's website presence.
- Continuous user-focused improvement of the site.

Users and roles

- The website is managed by the Communications Team, with most updates done by this team. There are around 26 user accounts. Users are assigned to various roles such as “Transportation” which in turn grants them editing/publishing permissions to pages grouped into that section of the website. This is a system we would like to maintain.

Planned structure of new website

We plan to reduce the website content by at least half from the present size of approximately 800 pages. The goal is to create a lean, user-focused site with the content the public wants in a simple, clear, compelling format.

We plan to balance strong visual design with accessibility, to ensure the site has a great user experience for our different segments of users.

Current content types and examples

- Advisory
- Bid opportunity
- Feed page <https://www.whistler.ca/stay-connected/whistler-today>
- Blog <https://www.whistler.ca/blog/>
- Building application pages <https://www.whistler.ca/business/land-use-and-development/building/homeowner>
- Bylaw <https://www.whistler.ca/municipal-gov/bylaws-and-regulations/bylaw>
- Carousel <https://www.whistler.ca/services/emergency/fire>
- Construction Tracker <https://www.whistler.ca/services/construction-projects>
- CTA Tile, overview ('featured' section on homepage) <https://www.whistler.ca/>
- Current Project <https://www.whistler.ca/business/current-projects/spruce-grove-sewer-lift-station-upgrade>
- Emergency Update <https://www.whistler.ca/services/emergency/updates>
- Evacuation notification
- Event <https://www.whistler.ca/culture-recreation/events-and-festivals/event-listings>
- Fire Danger Ratings
- Fitness Schedules <https://www.whistler.ca/culture-recreation/activities-classes-schedules>
- Grooming Report <https://www.whistler.ca/grooming>
- Help videos for website contributors
<https://www.loom.com/share/178a78b69c784375bb8f70925dd208d8>
- Homepage Message <https://www.whistler.ca/>
- Job Posting
<https://www.whistler.ca/municipal-gov/careers/current-opportunities>
- Jump Menus: Example ('services' and 'I want to' dropdown in the footer area of this page)
<https://www.whistler.ca/culture-recreation>
- News <https://www.whistler.ca/media/news>
- Page <https://www.whistler.ca/services/transportation/roads/>
- Page - Landing <https://www.whistler.ca/culture-recreation>
- Page - No Sidebar <https://www.whistler.ca/culture-recreation/arts-nature-heritage/whistler-heritage/Whistler-101>
- Public Art Location <https://www.whistler.ca/culture-recreation/arts-nature-heritage/public-art/collection>
- Sub Page Example <https://www.whistler.ca/tour/115>
- Quick Links <https://www.whistler.ca/culture-recreation/parks>
- Water Conservation Level
<https://www.whistler.ca/services/water-and-wastewater/water/outdoor-water-use-regulations>
- Wildlife Update <https://www.whistler.ca/services/environmental-stewardship/wildlife-updates>

Third-party Integrations

Here are the third-party integrations on whistler.ca:

- Google Custom Search
<https://www.whistler.ca/search-site#gsc.tab=0>

- Escribe
<https://www.whistler.ca/municipal-gov/council/meeting-agendas-and-minutes>
- Waste Wizard
<https://www.whistler.ca/services/waste-management>
- Start Date
<https://www.whistler.ca/municipal-gov/careers/current-opportunities>
- GIS Maps
<https://www.whistler.ca/services/maps>
- Parking spot counter
<https://www.whistler.ca/services/transportation/parking/availability>
- Food Truck Vendor Application
<https://www.whistler.ca/culture-recreation/parks/food-trucks/food-truck-vendor-application>
- Campaign Monitor (E-newsletter integration)
<https://www.whistler.ca/stay-connected/whistler-today>
- Buzzsprout (The Whistler Podcast)
<https://www.whistler.ca/stay-connected/whistler-podcast>
- [MarketWurks](#) (Canada Day Parade application)
- [PerfectMind](#)
- [Issuu](#) (digital recreation guide)
- Google Analytics
- [Elfsight](#) pop-up widgets

Plugins

A list of the plugins is available on request.

Testing and launch

It is expected that the upgraded website undergo rigorous testing on a variety of devices and browsers, and that downtime during launch is minimized as much as possible. Any downtime should be scheduled outside of peak website traffic hours (between 10 p.m. and 4 a.m.). The upgraded site must also be audited for broken links and repairs completed before it goes live.

Training

There is currently a Help section of whistler.ca for site contributors and administrators with step-by-step instructions and videos to edit and manage the website. Where relevant, these pages will need to be updated and videos re-recorded to reflect any new functionality and processes.

Comprehensive, live training for Communications Department staff (website administrators) will be required to ensure they can competently manage the website.

Maintenance

Following the website redesign, the successful applicant will be required to maintain the newly upgraded whistler.ca website consistent with and supportive of the RMOW's brand standards, accessibility standards, evolution of website design trends and technology, security best practices and to ensure the reliability of our online presence. Monthly maintenance of whistler.ca includes, but is not limited to, coding changes to pages, website analytics, and Search Engine Optimization review, security updates, monthly offsite manual backup of files and database, broken links and link/301 error reporting and checking.

Additional support of the Communications Department and website contributor team is also expected on a day to basis. This includes troubleshooting error messages and coding challenges, training support, requests for design modifications, and providing guidance on the development of new or improvements to features or functionality.

Maintaining a consistent online presence is important. The RMOW also manages a small WordPress site as a backup, should the primary whistler.ca site be compromised. The site consists of a homepage, news items and a few other basic pages. The content on the site is not maintained regularly by staff contributors, so only basic hosting and security maintenance will be required.

Availability

The Proponent is required to respond to requests and emails in a timely fashion (within a few hours) during regular working hours Monday to Friday 8 a.m. to 5 p.m. Urgent requests and requests outside of regular working hours will be dealt with on a case-by-case basis but it is required that the Consultant is available to respond to urgent requests as they happen.

The successful applicant is required to back up the website as programming changes are made on the server. In the event of an emergency, for example if the website crashes because of a programming glitch, the Consultant must be available and is required to work with RMOW Communications and the RMOW Information Technology (IT) Department in an urgent manner.

Communication

The Consultant is required to provide RMOW Communications and RMOW IT Departments with a detailed log outlining what has been done and when (i.e. A separate website/log that the Consultant and RMOW Communications can access at any time with a detailed log including date and timestamps on actions). For example:

- July 17, 8 a.m.
 - Ran backup called backup_july178am as prep for module updates
- July 17, 9 a.m.

- Changed module calendar to new version to rectify problem with calendar pages.
- Added new field called expiry_date to calendar.

8.0 APPENDIX C: CONTRACT

Insurance

At their own expense and prior to the commencement of the term of the Contract, the Preferred Respondent shall obtain and maintain or cause to be obtained and maintained in force during the term of the Contract, insurance acceptable to the RMOW where the RMOW is named as additional insured with limits not less than those shown for each respective item as follows:

Insurance	Consultant
Commercial General Liability (CGL)	\$2 million per occurrence
Cyber Liability Insurance*	\$2 million per occurrence
Umbrella or Excess Liability	To bring CGL or auto liability to \$2 million
Professional Liability	\$2 million per occurrence

* Cyber Liability Insurance coverage must include business interruption coverage to the value of \$1 million per occurrence and be valid for the length of the agreement.

General

1. The foregoing insurance shall be primary and not require the sharing of any loss by any coverage provider and/or insurer of RMOW.
2. The CGL insurance policy must be extended to cover the Contractor/Contractor's Blanket Contractual liability and contain a cross liability naming the RMOW and its officials, officers, employees, servants and agents as "Additional Insured."
3. All required insurance shall provide RMOW with 30 days advance written notice of cancellation on a best efforts basis.
4. The Contractor hereby waives all rights of recourse against RMOW with regard to damage to the Contractor's property.
5. Maintenance of such insurance shall not relieve the Contractor of liability under the indemnity provisions set forth in this Contract.
6. Any deductible amounts in the foregoing insurance which are payable by the policyholder shall be in an amount acceptable to the RMOW.

Term

The successful Proponent will agree to complete the website redesign project in the timeframe outlined in the Scope of work. The minimum maintenance contract commitment for whistler.ca following the website redesign is two years, with one three-year extension option. The maintenance contract take effect once the new website has launched. At the end of the two years, the RMOW will review the services provided by the Consultant and if satisfactory, the options extension will be offered at the RMOW's discretion.

9.0 APPENDIX D: CONFIRMATION OF INTENTION

Request for Proposal A101-0590-01-001

Website redesign with the option to bid on:

- website front-end development
- user interface design
- ongoing website maintenance

Please complete this form and e-mail immediately to the RMOW:

Attention: Penny Buswell Lafrance, Digital Communications Specialist, website@whistler.ca
and Jennifer Smith, Manager of Communications

Failure to return this form may result in a termination of communication regarding this RFP.

Company Name

Address

City

Postal Code:

Contact Person

Phone

Fax

E-Mail

I have received a copy of the above noted Request for Proposal.

- Yes, I will be responding to this Request for Proposal.
- No, I will not be responding to this Request for Proposal. I understand that, if I do not submit a Proposal, this will not affect our company's status as a potential Proponent to the RMOW in the future.

I am responding to the following sections:

- website front-end development
- user interface design
- ongoing website maintenance

I authorize the RMOW to send further correspondence that it deems to be of an urgent nature by the following method:

- courier collect
- facsimile
- e-mail

Signature: _____

Title: _____

Date: _____