

***Request for Proposals (RFP)
Website Redesign for
Brant County Health Unit***

The Brant County Health Unit (BCHU) is seeking competitive proposals to redesign and develop a new website to replace the organization's current one. The current website (<http://www.bchu.org>) was redesigned in 2013.

Applications must be submitted no later than 4:30 pm on Friday, October 28, 2022, by one of the two following methods.

1. Hard copy submission in a sealed envelope mailed to the attention of the **Director, Finance at the Brant County Health Unit, 194 Terrace Hill Street, Brantford, Ontario, N3R 1G7.**
2. Electronic submission emailed with the subject **CONFIDENTIAL RFP SUBMISSION WEBSITE REDESIGN to lisa.didonato@bchu.org.**

Acceptance and rejection of quotes

This RFP should not be construed as an agreement to purchase. The lowest priced or any quotation will not necessarily be accepted, and the Brant County Health Unit is not bound to enter a Contract with any Bidder.

Right to amend or cancel

The Brant County Health Unit reserves the right at its sole discretion at any time, and for whatever reason to, by addendum, modify, amend, or otherwise change this RFP.

Background

The Brant County Health Unit is one of 34 health units in Ontario that serves a population of more than 136,000 people in Brant County and the City of Brantford. At present, the Brant County Health Unit owns and operates one (1) building at 194 Terrace Hill Street, Brantford, Ontario.

BCHU is looking to redesign its website and revise the information architecture to improve the organization and usability of the website for our key audiences and communicate more effectively.

The primary audience for the web site is residents of Brantford and the County of Brant looking to access information and services that the BCHU provides.

Scope of Work

Create a flexible, informative, website that is easy to maintain and is viewable by desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, you must also incorporate the web-based, database-driven content management system that allows key personnel to easily update content without directly accessing source code.

We are seeking a design partner that provides tools for search engine optimization and social sharing. For pages and content that are not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the layout and colour scheme.

Discovery

Confirm objectives, graphic look and feel, navigation, site marketing, required functionality, phasing, and budgetary constraints.

Design

Identify web site information architecture (hosting platform), graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.
- The site must meet The Accessibility for Ontarians with Disabilities Act standards and conform to the Web Content Accessibility Guidelines (WCAG) 2.0 AA success criteria
- Include templates that incorporate into the content management system that will permit both technical and non-technical BCHU staff to update website content on specific pages.
- Once the site has been completed and accepted by BCHU, the site will be maintained centrally by health unit staff. This should be kept in mind when selecting the tools that are included.
- Convert and revamp substantial amounts of existing content to new web site.
- The site must seamlessly integrate with SharePoint and Microsoft products
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable, and engaging. It should fit as close to a single displayed page on a typical size monitor as possible.
- Each section of the site should have a common look and feel.
- The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. The sitemap should provide for these photos to be easily changed.

- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- The site must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home Internet connection speed.
- Include search engine optimized with proper keyword research.
- Integrate with BCHU social media platforms.
- Site must be compatible with current and one (1) previous version of Edge, Firefox, Chrome and Safari browsers.
- Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages.
- Provide search capabilities using key words or phrasing that will identify content throughout the site and optimize Google Rankings.
- Build connections to externally hosted library resources.
- An assigned project manager will be made available to present information and coordinate with BCHU staff, including a reasonable number of meetings (either in person or via videoconference) to present design and development solutions.
- Provide an archival system for BCHU press releases, photos, videos and move historical data to a searchable database.
- Provide technical and user documentation to BCHU.
- Provide training to BCHU Staff.
- Provision for adding/modifying Registration Forms, Appointment booking tool, Online exam tool and Admin portals for meeting various needs of BCHU. This also includes applying business rules and validations through coding.
- Development platform compatible with Microsoft products
- Once the website has been completed and accepted by BCHU, the website design and all its contents, software, source code and architecture become the property of the Brant County Health Unit.

Testing

Testing of site on all applicable platforms to ensure that web site works as promised, including explanation of the testing plan.

Delivery

Delivery will be providing approved designs to the CMS provider. BCHU technical personnel will act as the “go between” with our vendor during this time. Provisions for support must be made in order to assist BCHU staff when they are making the site live.

Launch

We would require recommendations on rollout and launch strategy for both visual rebrand and website launch.

Proposal Requirements

Proponents are asked to submit a quotation outlining their approach to achieving the above requirements. The budget and proposal must include all design, production, software acquisition, integration and necessary development and maintenance of the web site.

All quotations should include:

1. The full legal name of the company, address, and company website (if any).
2. Executive Summary

- i. Describe your understanding of our current website challenges.
 - ii. Summarize your proposed solution, and how your solution will resolve our current website challenges.
 - iii. Provide a summary of pricing for the proposed services and products.
3. Company Overview – Tell us about your company, your experience in web design and production for projects like ours, and your experience in working with similar clients.
4. Provide links to your agency website, online portfolios, and social media.
5. Team – Identify the team who will work on this project. Include name, title/role, and brief background/experience of each. Include subcontractors if applicable.
6. References – Provide a list of three references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
7. Solutions Menu with Pricing – Based on the elements included in the Project
8. Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Please be sure to address the following:
 - Project Management Tools – Your process for tracking and documenting project status.
 - Deliverables – Outline the products and/or services that will be delivered.
 - Schedule – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
 - User Training and Support – Provide details on the user training and support included for our content editors along with the training support format (i.e., on-site/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.).
 - Hardware – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.
9. A current Certificate of Liability Insurance indicating the amount of coverage available for General Liability of at least two million dollars.
10. A pricing summary including any requirements or preferences regarding invoicing and payment and all terms and conditions.
11. The name and contact information of a person Brant County Health Unit can contact for further information/clarification of your quotation.
12. Any other information you feel is pertinent and relevant to this matter.

Negotiations

The BCHU reserves the right, prior to contract award, to negotiate changes to the scope of the services or to the contract documents (including pricing to meet budget) with the proponent or any one or more proponents, proposing the “best value” without having any duty to advise any other proponent or to allow them to vary their proposal as a result of changes to the scope of the services or to the contract documents; and the BCHU may enter into a changed

or different contract with the proponent(s) proposing the “best value”, without liability to proponents who are not awarded the contract.

Irrevocability

The BCHU requests that Proposals remain open for acceptance for a period of not less than sixty (60) days from the closing date and time.

Conflict of Interest

Proponents shall disclose any actual or potential conflicts of interest and existing business relationships it may have with the BCHU, the members of the Board of Health or employees.

Liability for Errors

While the BCHU has used considerable effort to ensure an accurate representation of information in this RFQ, the information contained is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate by the BCHU, nor is it necessarily comprehensive or exhaustive. Nothing in this RFQ is intended to relieve the proponents from forming their own opinions and conclusions with respect to the work in this RFQ.

Evaluation Criteria

		Weighting %
1	Company Capabilities, Resources and Experience	45%
2	Proposal Quality and Clarity	10%
3	References	5%
4	Fee Proposal	40%

Health and Safety Requirements

The successful proponent shall strictly comply with the current federal, provincial, and local Health and Safety regulations and the safety policies/procedures of the BCHU.

Confidentiality

Confidential information supplied may be disclosed by the Board of Health where it is obliged to do so under the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), or otherwise required by a court of law. All personnel employed in, on, upon or about the premises of health unit or are otherwise performing the services of the contract, shall be required to complete a Declaration of Confidentiality form.

Post Award

Bidders or proponent are entitled to a post-award debriefing. Protests are to be submitted in writing within 15 days of the award.

If you have any questions regarding this RFP prior to submission, please contact:

Lisa DiDonato
Director, Finance
Lisa.DiDonato@bchu.org
(519)753-4937 #344

Contact with other persons at BCHU, in regard to the RFP, may lead to disqualification.