



Request for Proposal

Trinity Newfoundland Website Redesign RFP

May 2022

Town of Trinity
1 Dock Lane
P.O. Box 42
Trinity, NL A0C 2S0
Phone: (709) 464-3836
CouncilTrinity@netscape.net

Linda Sweet
Town Clerk

TRINITY NL WEBSITE REDESIGN RFP



1. BACKGROUND

Trinity is a small town located in Trinity Bay in the province of Newfoundland and Labrador. The harbour at Trinity was first used by fishing ships around the 16th century and historically it was a thriving fishing settlement from the 18th century to recent times.

The preservation of Trinity's cultural and uniquely built heritage has made it perhaps the most notable "heritage community" in the province. Sustainable growth in existing and new businesses, including theatre, is clearly evident as Trinitarians (as residents call themselves), along with residents of the surrounding communities, play host to thousands of visitors per year making tourism a key revenue driver and employer.

Trinity is centrally located and generally within an hour's drive of other points of interest on the Bonavista Peninsula. It is about 3 hours by road from the capital city, St. John's.

2. OBJECTIVE

The township of Trinity is seeking a qualified supplier to modernize and enhance their website www.townoftrinity.com to increase its: a) appeal, b) its functionality for partners (e.g., employees, town businesses, community groups and public service partners) and potential visitors. Ideally the site would meet these criteria:

- User friendly across multiple technological platforms - computers, tablets, mobile devices
- Meets Privacy and NF Bill 38 Accessibility Act compliance
- Evolved logo to meet digital and NF Bill 38 Accessibility Act realities
- Provides relevant information about what's going on in the Town - from planning/development to events billboards for upcoming events, local business and happenings. No e-commerce elements necessary.
 - Key categories include: Town Hall (plan & planning), Residents (Town Services), Visitors (Tourism & Culture), Local Business. All being surrounded by News, Events & Happenings, Maps, Contact & potentially FAQ
- Intuitive navigation and searchable by the end user
- Visually appealing / reflection of the beautiful town
- Easy to update by a non-technical administrator (i.e., has basic Word skills)
- Low cost to setup and maintain, including hosting
- Links to social media platforms (e.g., Facebook today. Potentially Instagram, TikTok, others, in future)

3. TIMELINE/PROCESS

Date	Activity
June 1	Release of RFP
June 14	Deadline for questions
June 17	RFP submissions due
June 28	Selection of short list
By July 5	Contacting/Briefing of 3 short listed candidates for creative exercise & team meetup
July	Presentation/Virtual or In-Person Meetup
Early August	Work Awarded
TBD	Delivery of Beta Site
By Q1 2023	Delivery of Complete Site
Ongoing	Ongoing Maintenance and Hosting

4. BIDDER INSTRUCTIONS

- 4.1. In the interest of simplifying the RFP process, respondents are asked to limit their written response to eight, eight and a half by eleven single sided, single-spaced pages including the cover, minimum of 12-

TRINITY NL WEBSITE REDESIGN RFP



point Helvetica. The submission is due via email in a locked PDF format and emailed to CouncilTrinity@netscape.net for receipt by four pm Atlantic Standard Time on June 17th, 2022. Creative samples can be provided in a separate attachment.

- 4.2. Proposals received after this closing time and date will be deemed to be unopened and not received.
- 4.3. All communications regarding this Request for Proposal (RFP) must be directed to CouncilTrinity@netscape.net in writing via e-mail. Violation of this directive may result in the disqualification of the Proponent from the RFP process.
- 4.4. Proponents must acquaint themselves with the terms and conditions of this document and respond to all sections of the RFP by indicating the reference number for each section and clearly identify, by **clause**, any exceptions (i.e. Section 4.01 Agreed). Failure to do so will be deemed that all the terms and conditions have been accepted by your organization. Submitting your organization's standard terms and conditions will not be acceptable to fulfill this requirement.
- 4.5. Town of Trinity reserves the right to choose more than one Proponent to supply different services being offered.
- 4.6. Questions pertaining to this RFP must be received no later than 72 business hours prior to closing time and date.
- 4.7. All questions and answers during the RFP period will be communicated by email with the primary contact. Responses to questions will be distributed to all Proponents, through the Proponent's primary contact via e-mail, in a timely fashion.
- 4.8. No amendments or change to proposals will be accepted after the closing date and time.
- 4.9. Submissions must be prepared in accordance with the conditions outlined in this and any associated documents. Failure to comply may result in the disqualification of the proposal.

TRINITY NL WEBSITE REDESIGN RFP



5. Submission Criteria Scoring. Tender price to be in a separate envelope opened post scoring.

QUALITATIVE VENDOR ANALYSIS		
Selection Criteria	Sub Criteria	Weight
Experience & Reputation	Experience with comparable clients	5%
	UX Design strengths	10%
	Team/Agency size and fit	5%
Support	Strategic approach	8%
	Analytical capability related to site architecture	5%
	Project Management approach	5%
Technical	SEO	5%
	Security	5%
	Integration with systems Hosting	5%
	Functionality (i.e. CMS)	8%
Schedule	Estimate of timeline	5%
Cost & Resources	Estimate of implementation costs (one-time fee)	8%
	Estimate of Annual Consulting/Licensing fee (if applicable)	8%
	Internal FTE	3%
Creative Approach	Creative Vision	6%
	Other Platforms	2%
	Aesthetic Appeal	7%
	TOTAL	100%

Criteria defined

1. Experience & fit – Size, years in business, comparable Canadian clients, reputation, UX design strength
2. Support– strategy and project management, after hours support
3. Technical – Ability to deliver functionality requirements and/or provide ongoing maintenance & hosting
4. Schedule – Project delivery time
5. Cost & internal FTE resources – resources and bandwidth required to execute

TRINITY NL WEBSITE REDESIGN RFP



6. GENERAL TERMS AND CONDITIONS

- 6.1. Town of Trinity is not responsible for any expenses incurred by Proponent(s) in preparing and submitting a response to this RFP.
- 6.2. Proponents may not use Town of Trinity or Town of Trinity's name or markings for any external marketing purposes without the express written permission from the Town of Trinity.
- 6.3. Unit prices will govern where arithmetical errors may occur in the extension of prices. Where it appears a major mistake in calculation has been made, Town of Trinity shall consider the intent of the Proponent and may accept the proposal for consideration and subsequent correction.
- 6.4. Proposal pricing shall be irrevocable for ninety (90) days following the closing date of the RFP.
- 6.5. Town of Trinity may issue subcontract(s) to the Proponent whose submission offers the best value to the Town of Trinity.
- 6.6. The successful Proponent will be notified of their award and will be required to provide:
 - 6.6.1.1. Proof, from the Broker, of commercial liability insurance of at least \$2 million per occurrence and Town of Trinity its trustees, officers, employees and agents named as Additional Insureds. Such provision shall apply in proportion to and to the extent of the negligent acts or omissions of Proponent or any person or persons under the Proponents' direct supervision and control. The liability insurance should include personal injury and property damage, non-owned automobile liability, owners and contractors' protective coverage and contractual liability coverage.
 - 6.6.1.2. Provide thirty (30) days advance written notice to the Town of Trinity of any modification, change, or cancellation of any of the insurance coverage,
 - 6.6.1.3. A current Certificate of Clearance from Workplace NL or equivalent as legally required by province of business.
 - 6.6.1.4. The successful Proponent(s) shall not assign or subcontract any portion of its contract without the written consent of Town of Trinity.
- 6.7. The Town of Trinity reserve the following rights:
 - 6.7.1.1. To open submissions privately
 - 6.7.1.2. To award different items to different Proponents or one Proponent based upon its evaluation of proposals,
 - 6.7.1.3. To reject any or all submissions received,
 - 6.7.1.4. To, in its sole discretion, request clarification and/or further information from one or more Proponents after closing without becoming obligated to offer the same opportunity to all Proponents.
 - 6.7.1.5. To request proof of Workplace NL coverage at any time throughout the term of the contract,
 - 6.7.1.6. To waive irregularities and/or minor non-compliance by any Proponent(s) with the requirements of this Request for Proposal. An irregularity and/or minor non-compliance effects form, rather than substance, does not affect price, quality, quantity or delivery of the bid, and if corrected the Proponent(s) would not gain an unfair advantage over competitors.
- 6.8. Any terms or conditions, which cannot be fulfilled, should be clearly stated in your submission.
- 6.9. All the terms and conditions stated in this bid document are deemed to be accepted by the Proponent and incorporated into the Proponent's proposal submission. The complete submission document and any attachments shall become part of any contract entered between the successful Proponent(s) and the Town of Trinity.
- 6.10. Any conflict in the wording of the successful Proponent(s)' invoice and/or sales agreement and the wording of the terms and conditions of this proposal, shall be resolved in favour of Town of Trinity and shall be deemed to be incorporated into the Proponent(s)' invoice and/or sales agreement.
- 6.11. The laws of the Province of Newfoundland and Labrador shall govern in any dispute that may arise as a result of the successful Proponent's submission and the subsequent contract awarded to the successful Proponent(s).
- 6.12. If the successful Proponent(s) fails to carry out the agreement satisfactorily in accordance with the terms, the Town of Trinity, by giving written notice, specify the default(s) requiring remedy. In the event that the

TRINITY NL WEBSITE REDESIGN RFP



specified default(s) is/are not remedied within two weeks from giving such notice, the Town of Trinity reserves the right to terminate the agreement immediately.

- 6.13. All plans, materials and electronic or digital files paid for by the Town of Trinity or its Associated Companies are the property of the Town of Trinity or its Associated Companies.
- 6.14. The Proponent(s) shall treat the contract and all documents, drawings, specifications and information connected with this Request for Proposal as confidential and shall not disclose any information or documents acquired by it or its employees, agents or sub-contractors to any third parties, nor use, or copy the information, except as required to perform the Proponent(s) obligations in fulfilling the terms of this contract.
- 6.15. The successful Proponent(s) shall indemnify and hold harmless the Town of Trinity, its directors, employees, students and agents from and against all actions, suits, claims, causes of action, demands, penalties, fines, costs and expenses including legal fees or other proceedings of any kind or nature directly or indirectly arising out of performance of the Work or Supply of Goods, including but not limited to personal injuries to anyone, breach or alleged breach of intellectual property laws, environmental non-compliance, product liability or property damage.
- 6.16. The acceptance of the successful Proponent's bid and the subsequent award of the contract contemplated by this bid document is subject to the Town of Trinity's internal approval processes, approval of external funding and /or budgets.
- 6.17. The Town of Trinity cannot guarantee minimum purchased work volumes.

7. PRESENTATIONS

- 7.1. Following evaluation of all submissions, Town of Trinity may require a presentation from a short-list Proponents. Proponents will be given an agenda to prepare for this presentation.

8. EVALUATION

- 8.1. Appendix A - Submission Criteria outlines the required response questions and the weighting of the responses. This will be the primary determinant of the selection.
- 8.2. No speculative creative or plans are called for at the initial RFP stage.
9. Although the intention is to award based on RFP submissions and scoring by the evaluation panel, there is the possibility of three short listed proponents being required for a credential's presentation with the client.
 - 9.1. Following evaluation of all submissions, the Town of Trinity also reserves the right to enter into negotiations with the Proponent(s) who offers the best overall value to them. During such negotiations (if any), the scope of the work may be refined, responsibilities will be delineated, implementation issues clarified, and the final terms and conditions of any contract will be determined.
 - 9.2. If negotiations with the selected Proponent are unsuccessful, the Town of Trinity reserves the right at its sole discretion to enter into negotiations with any other Proponent(s).

TRINITY NL WEBSITE REDESIGN RFP



APPENDIX A – SUBMISSION CRITERIA

In the interest of simplifying the RFP process, respondents are asked to limit their written response to eight, eight and a half by eleven-inch single sided, single spaced pages including the cover, minimum of 12 point Helvetica. The submission is due via email in a locked PDF format and emailed to CouncilTrinity@netscape.net for receipt by four pm Atlantic Standard Time on June 17th, 2022. Creative samples can be provided separately. The submission must answer the following questions in full:

QUALITATIVE VENDOR ANALYSIS			
Selection Criteria	Sub Criteria	Weight	Specific Questions
Experience & Reputation	Experience with comparable clients	5%	1. Please provide 5 examples of client work comparable in scope. 2. Please provide three references and their contact details
	UX Design strengths	10%	3. Please outline your approach to the User Experience from a design and layout perspective.
	Team/Agency size and fit	5%	4. Please outline the team who will be working on this project with a brief overview of their skills.
Support	Strategic approach	8%	5. What is your strategic approach to the positioning of the site and the choices you have made with respect to differentiating it from its competitors?
	Analytical capability related to site architecture	5%	6. Why have you made the recommendations you have with respect to UX and what means of measure (KPIs) will be put in place for analytic purposes?
	Project Management approach	5%	7. Outline your project management plan with respect to the conception, to launch of the new site.
Technical	SEO	5%	8. What are your SEO skills and would be your approach with respect to ensuring the optimization of site content to maintain existing search equity and improve upon it?
	Security	5%	9. Recommendations with respect to securing the site and its content.
	Integration with systems and staff	5%	10. How will the recommendations you make integrate with current systems (which are?) and provide ease of use and updating by staff?
	Functionality	8%	11. What functionality would you recommend for the site in term of: Must have - Good to have - Aspirational in the Future. And explain why.
Schedule	Estimate of timeline	5%	12. How long will it take and in what phases or milestones to launch the new site?
Cost & Resources	Estimate of implementation costs (one-time fee)	8%	13. How much will it cost? Please provide breakdown of all Agency fees, third-party costs and maintenance fees (e.g. web-hosting, etc.)
	Estimate of Annual Consulting/Licensing fee (if applicable)	8%	14. As a vendor what services could you/would you offer to continually improve performance of the new website and at what cost per what service?

TRINITY NL WEBSITE REDESIGN RFP



	Internal FTE	3%	15. Your estimate of Town of Trinity staffing qualifications and needs, as well as training to maintain the site and provide periodic updates?
	Sub-Total	86%	
Creative Approach	Creative Vision	6%	16. Creative story board of final site look and feel and overview of website standards that need to be upheld.
	Other Platforms	2%	17. How will the new site be represented on other platforms such as Facebook, TikTok, Instagram, etc.)
	Aesthetic Appeal	7%	18. What assets do we have, do we need, can we create and implement on the new site?
	TOTAL	100%	

TRINITY NL WEBSITE REDESIGN RFP



APPENDIX B: TRINITY REFERENCES

- Website: <https://www.townoftrinity.com/>
- Facebook
 - <https://www.facebook.com/pages/Trinity-Newfoundland-and-Labrador/107829299246743>
- **Businesses**
 - Rising Tide Theatre: www.risingtidetheatre.com/
 - Artisan Inn: www.trinityvacations.com/
 - Aunt Sarah's Chocolate Shop: www.auntsarahschocolate.ca/
 - Sweet Rock Ice Cream: www.sweetrockicecream.ca/
 - Mirabella's Shop: <https://mirbellashoponline.com/>
 - Trinity Historical Society: www.trinityhistoricalsociety.com

APPENDIX C: ASPIRATIONAL / OTHER LOCAL TOWN REFERENCES

- www.townofsaintandrews.ca/
- www.townoffogoisland.ca/home/
- <https://townofvictoria.ca/>
- <https://clareville.ca>
- www.townofbonavista.com