Request for Proposals

Closing: April 24, 2017 at 9:00 AM
Issued on: April 7, 2017 at 3:00 PM

IEC-BC Preferred Vendor for Web Development and Maintenance

1. Organizational Overview

Immigrant Employment Council of BC
Funded by the Government of Canada, IEC-BC stimulates the integration of skilled immigrant talent into BC's labour force. Through the development of innovative solutions, tools and resources, IEC-BC helps employers hire, attract and on-board skilled immigrants into their workforces.

IEC-BC develops collaborative partnerships with businesses, government and community partners to develop and deliver employer-facing solutions that give businesses an edge in an increasingly competitive economy. For more information, visit www.iecbc.ca.

2. Website Maintenance Project Overview

IEC-BC has initiated a Request for Proposal (RFP) process to select a vendor who will serve as the preferred vendor for web-related work for the organization and who is qualified to plan, execute and deliver maintenance and upgrades of IEC-BC's websites and microsites. We currently have the following websites:

- iecbc.ca
- fastbc.org
- readytohire.ca
- northernbcjobs.com
- bcrefugeesjobconnect.ca
- related microsites

We require a vendor who has demonstrated experience in managing website projects and expertise in website design, development, deployment and ongoing maintenance.

3. Preferred Vendor Requirements

The selected vendor for the website maintenance & upgrades project will retain a preferred status with IEC-BC from May 2017, and as such must embody the following requirements:

1. Main offices located within Metro Vancouver
2. In-house capacity to meet IEC-BC's project requirements

3. Value for money
4. Familiarity with small organizations and not-for-profit environments
5. Positive relationships with hosting companies
6. Cultural fluency and familiarity with plain language conventions an asset

4. Project Scope and Deliverables

The selected proponent will work closely with the Management to maintain and upgrade IEC-BC's websites. The proponent must be able to begin work in May 2017. Additionally, the selected proponent will demonstrate an ability to deliver in the following areas:

1. WordPress expertise: IEC-BC's websites use WordPress as their content management system. The organization values responsive themes and has the intention to continue to use WordPress and expand on the platform to accommodate for growth and evolving needs. Therefore, experience using all aspects of WordPress, including bug fixes and updates, plugin updates and enhancements, is required. Experience with Drupal is also required to ensure interaction with a legacy site.

2. Integration: IEC-BC requires an efficient process for managing stakeholder relationships so the selected proponent should bring expertise around integrating user information gathered through the website and other online tools. Therefore, a thorough understanding of HTML, Google Analytics, Social Media, Application Program Interfaces and Extract, Transform, Load functions, databases, and other proprietary systems, is required.

3. Optimization: IEC-BC needs to reach its audience in the most efficient manner. The use of search engine optimization is required to ensure the organization is found prominently in search engines. Ongoing audit reviews, planning and strategizing would be required to increase brand awareness and web traffic to the current site and new developments.

4. Design and usability: The successful proponent will deliver attractive website modifications and a redesign that is easy for an end user to navigate. Furthermore, the proponent must be able to edit, revise, update and create new textual and graphical content. Knowledge of best practices for design is required.

5. Browser compatibility: The successful candidate must ensure that upgrades are compatible with the following browser types: Explorer, Chrome, Firefox, Safari, Opera and Microsoft Edge, with special attention paid to the inclusion of computers, phones, tablets and other mobile devices.

6. Assistance and troubleshooting: The successful proponent must provide a point of contact for real-time troubleshooting, and provide an overview of their response protocol. Priority support when downtime or hacking has been identified.

7. Training: The selected proponent will be able to provide training of all aspects of the website to identified IEC-BC staff. A visual manual guide should be provided as a reference.

8. Project management: An ability to set realistic and efficient timelines, and deliver projects on time and on budget, is critical. The successful proponent will have an in-house point of contact for projects who will keep projects on track and keep all parties informed.

9. Compliance: The selected proponent will be able to comply with IEC-BC brand standards, as well as with privacy and security standards set out by our funder.

10. Customer Relationship Management (CRM): Sugar CRM or experience in other CRM software would be an asset.

5. Timeline

Activity	Proposed Completion Date
Request for proposals opens	April 7, 2017 at 3pm
Request for proposals ends	April 24, 2017 at 9am
Contract Estimated Commencement	May 2017

6. Proposals

a. Format

Evaluation is easier and more fair when proponents respond in a consistent manner. The following format and sequence should be followed to ensure each proposal receives equal consideration:

1. Cover page indicating the proponent's name, the key contact information, and an address, telephone and email.
2. A page with a brief overview of the proposal and a table of contents.
3. Page numbers on all pages; ordered consecutively.
4. The body must address all information outlined in sections 3 (Preferred Vendor Requirements) and 4 (Project Scope and Deliverables).
5. Proposals must be submitted electronically as a PDF document.

b. Proposal Content

Proposals must include:

1. Overview of vendor services that includes a demonstrated ability to meet the requirements outlined in section 3.
2. Information about the qualifications of the personnel who will be working on the project, and descriptions of their experience with similar projects.
3. A budget that itemizes and justifies the cost of service.
   o Professional fees must be specified and attributed to activities and individuals, indicating hourly or daily rates.
4. A clear overview of how the vendor will meet all requirements in section 4, including:
   o Outline of the project management process, specifically when used to achieve attractive and functional interfaces.
   o Overview of response protocol.

5. Two verifiable examples of work where your organization developed a responsive website on WordPress.
6. Two client references, including telephone numbers (by providing this information, the bidder gives IEC-BC permission to contact these references).
7. Proposal should not exceed 25 pages in PDF Format (including all appendices and cover page).

7. Evaluation and Selection Process

Proposals will be assessed against the requirements stated in this RFP and evaluated based on the degree to which they demonstrate the following:

1. Understanding of the work required
2. Current, relevant knowledge
3. Qualifications and experience of personnel
4. Capacity of the bidder to provide required services
5. Realistic and understandable work plan, and timelines for achieving deliverables
6. Value for money

Preferred status does not prohibit IEC-BC from working with other vendors on website-related projects. Additionally, IEC-BC reserves the rights to:

1. Refuse proposals that are incomplete or received after the deadline
2. Request additional information
3. Negotiate one or more aspect of a proposal
4. Accept a proposal in whole or in part

Send proposals and direct all communication related to this RFP by e-mail to: Dimitry Morales at dimitry.morales@iecbc.ca with the subject line: **"Website Development and Maintenance RFP"** The proposal deadline is **9:00 AM on April 24, 2017**.