



Corporation of the Township of Billings

Request for Proposals Corporate

Website

1.0 Introduction

The Township of Billings invites qualified website design firms/consultants to submit proposals to redesign, upgrade and host the municipal website found at www.billingstwp.ca

The project completion date is scheduled for December 15, 2023 (content and training does not need to be complete, some room for flexibility).

All submissions must be received by September 1, 2023 2:00 p.m., by mail or email to: Emily Dance, CAO/Clerk

All inquires are to be directed to Emily Dance, CAO/Clerk edance@billingstwp.ca

2.0 About the Township of Billings

The Heart of Manitoulin Island

The Township of Billings is formed from Billings Township and the Eastern half of adjacent Allan Township, and occupies the north central portion of Manitoulin Island. It contains part of Lake Kagawong, Lake Manitou, Otter Lake and Lake Mindemoya, and its northern boundary is Lake Huron.

The extensive lake frontage explains the residence distribution, and the large portion of seasonal residences. The Kagawong River drains Lake Kagawong, flows over Bridal Veil Falls, and reaches Lake Huron in the Hamlet of Kagawong. The Harbour at Kagawong is directly south of the Benjamin Islands cruising grounds on the North Channel, and between the harbour towns of Little Current to the east, and Gore Bay to the west. The M'Chigeeng First Nation reserve is within the boundaries of Billings, with Mindemoya directly to the south.

The economy of Billings is driven more by tourism and service industries than by agriculture or logging as in the past.

Thousands of tourists annually visit the township and take in the natural beauty of the area as well as visiting one of Manitoulin's premier sites, Bridal Veil Falls.



Township of Billings boundaries

3.0 Goals

The goals of this project include:

- Provide simple, user-friendly access to public services and information and serve as a communications tool on various types of hardware used by the end-user (desktops, tablets, mobile phones). The redesigned site should have a responsive design.
- Provide an improved look, enhanced functionality, be easy to use for the public, media, Council and staff.
- Provide robust search capabilities.
- Provide easy integration for an agenda management system
- Comply with current accessibility standards
- Provide adequate training for staff prior to the launch of the new site and technical support throughout the transition to the new site (as well as for the length of the license).

4.0 Scope of Work and Deliverables

The scope of this project is to design, implement and host a municipal website Content Management System that will allow modifications by staff and ultimately will be easy to maintain and update (by non-technical staff) acknowledging that the Township does not have in-house IT support.

The website must also support integration of an agenda management system. The proponent will work closely with staff to consider the look and feel of the website, ensure that the Township is accurately represented, identify font preferences, consider corporate branding and determine the expected number of HTML pages required.

5.0 Functional Requirements

The new website requires an easy to use Content Management System that Township staff will use for creating and updating content. The Content Management System must also allow for future development and continuous improvement.

The output of the Content Management System must support a wide range of desktop computers, laptops, tablets, smartphones and other mobile devices running a variety of operating systems. The content must display with all the common user device browsers, and dynamically adjust to whatever screen-size area the user has chosen for the browser window.

Further requirements include but are not limited to:

- Must be able to maintain the website in-house – staff must have the ability to post and remove information in variety of formats (including photos, documents, videos, forms, information, etc.)
- Must be visually appealing – including a mix of text, photos, and graphics.
- Must provide continuity throughout the pages with a common theme and consistent design.
- Must have responsive website design and optimal load time.
- Must have built in error reporting to reduce times if errors occur
- Must meet current accessibility requirements
- Must have different user types to ensure security of content on the site
- Must include an external document library and newsfeed
- Must have the ability to integrate into the site, a comprehensive agenda management system
- Allow for website integration of interactive mapping, online tenders, online recruitment, and web applications.
- Must include a business directory and community organization directory
- Must include community events calendar that community organizations can submit events to (events must be approved by staff)
- Must include ability to include a form building module
- Must include ability to integrate ecommerce
- Must include ability to integrate facility booking
- Must include subscriber notifications system including emergency notifications and emergency banners
- Must include a Council and Staff Directory with direct e-mail capabilities
- All urls must end in .ca or .com
- Must integrate with social media and any third party sites used by the Township.

6.0 Budget

The proponent must provide a detailed cost proposal to accomplish the scope of the project as outlined. The budget must encompass all design, consultation, production, training, technical support and software acquisitions necessary for the development of the website and any ongoing and annual fees.

Hourly rates may be provided for any additional items that may be requested to be completed outside of an agreed contract.

7.0 Work Plan

The proponent must include a work plan and schedule, including meetings, proposed project milestones and a breakdown of major tasks to allow a complete understanding by the Township of how the project will be carried out and how long it will take to complete the work. The proposal should also outline any work that the Township staff will be required to perform to complete the

project.

8.0 Proponent Responsibilities

The proponent shall:

- Create a design based on input from Township staff.
- Provide training to staff
- Assist with the website launch
- Provide ongoing technical support

9.0 Submission Requirements

Proposals must include:

- A detailed cost breakdown for the project that includes the total project cost and any annual costs incurred by the completed website
- Identify any applicable warranties, terms and conditions
- A minimum of 2 client references with examples from projects of similar size and scope
- A schedule of activities and milestones
- A list of training that is included in the proposal and what additional-cost training is available
- The proposal should include any discounts offered as the result of membership in any municipal/professional associations.

All submissions must be received by September 1, 2023 2:00 p.m., by mail or email to: Emily Dance, CAO/Clerk

Township of Billings
Attention Emily Dance, CAO/Clerk
15 Old Mill Road
Kagawong ON P0P 1J0

edance@billingstwp.ca

All submissions will be reviewed by September 8, 2023. If a demo is required, the CAO/Clerk will contact the proponent on September 11, 2023 to schedule the demo for the week of September 18, 2023. It is expected that the successful proponent will be awarded the project on October 3, 2023.

10. Criteria for Proposal Evaluation

1. Workplan-20%
2. Experience/References – 20%
3. Budget -30%
4. Design-30%

11.0 Terms and Conditions

All submission become property of the Township of Billings and will not be returned to the proponent. All submissions will be held in confidence by the Township unless otherwise required by law. Please indicate in the submission any propriety / confidential information that cannot be posted publicly.

The Township of Billings reserves the right not to select any of the proposals for the project.

The Township reserves the right to request clarification or additional information from a proponent in order to evaluate the proposals.

The Township also reserves the right to negotiate variations to the proposal if it is deemed beneficial to the Township.