



**REQUEST FOR PROPOSALS
FOR MUNICIPAL WEBSITE DESIGN &
SUPPORT SERVICES**

**TOWN OF KENSINGTON
55 VICTORIA STREET E.
PO BOX 418
KENSINGTON, PE
C0B 1M0**

PROPOSALS DUE: JUNE 3, 2022

1.0 GENERAL

1.1 Introduction

The Town of Kensington is requesting proposals from qualified proponents to influence, design, develop, and host its website www.kensington.ca. The Town's website is increasingly becoming the first point of contact with residents, stakeholders, and visitors to the Town and requires some key updates and modernization.

1.2 Definitions

The Town:	The Town of Kensington, Prince Edward Island.
The RFP:	This Request for Proposals for the provision of website design and support services.
The Proponent:	The firm submitting a proposal in response to this RFP.
The Project:	The work and services that are described in the Scope of Work of this Request for Proposal.

1.3 Context

Kensington is centrally located in Eastern Prince County between Malpeque Bay and New London Bay. Route 2 (Veteran's Memorial Highway), which bisects the Town, is the major arterial highway connecting the eastern and western portions of the province. Kensington is 48km west of the Provincial Capital, Charlottetown, and 13km east of Summerside, the second-largest city in the Province. It is 38km from the Confederation Bridge and 109km from the Wood Islands Ferry, connecting to Nova Scotia.

The Town has a population of just over 1800 residents (2021 Census) and a land area of just over 315 hectares. Approximately 20% of the population is under the age of 20 and approximately 25% is 65 years of age or older.

Throughout its history, Kensington has continued to grow and respond to the changing forces of time and in doing so has continued to thrive as a service centre. Its central location and ease of access have made Kensington an attractive place to do business. Kensington has an arterial road, a collector road, and three local roads which are laid out like a spoked wheel leading to the commercial core of the Town. These roads connect Kensington to more than thirty smaller communities that make up its geographical service area. The influence of agriculture, fishing, and tourism has been a major contributor to the development of the Town.

The Town is currently developing a new 38 lot business park to address recent growth constraints, such as a short supply of developable commercial/industrial property. In May of 2021, the Town expanded the municipal boundary to include an additional 106 properties, ensuring the Town is well situated to accommodate more growth. A range of retail services, excellent schools, a variety of churches, and meeting places, including recreational facilities, are all located within a compact urban environment. The Town's location leaves it well-positioned to continue to grow and develop. Ongoing tourism and seasonal residential growth along the north shore should also continue to strengthen the Town's commercial sector.

Local governance is provided by a Mayor and Town Council with day-to-day management provided by a Chief Administrative Officer. The town is responsible for the provision of the following services:

- Sewer Treatment and Collection and Central Water Supply
- Fire Protection
- Police Protection
- General Government and Administration Services (including Subdivision, Land Use, and Development Control)
- Public Works and Maintenance Services (all road maintenance activities provided by the Province of PEI)
- Recreation Services (Credit Union Centre, EVK Swimming Pool, Parks/Green Space)

Providing a rich cultural heritage and progressive attitude, the Town continues to be an attractive community in which to live, raise a family, conduct business, and visit. Its business and services include:

- Library, community medical centre, child care facilities, dental office, physiotherapist office, veterinary clinic, pharmacy, banks, post office;
- Gift stores, flower shops, real estate office, food and beverage establishments, gas stations, hair salons, bed and breakfast facilities, and a variety of other service-related businesses;
- Royal Canadian Legion, clubs, churches, schools (K–12), and fraternal organizations.

2.0 INSTRUCTIONS TO PROPONENTS

2.1 Submission

The proponents shall submit two (2) copies of the sealed proposal, clearly labelled with the proponent's name and address, and the name of the project: "Website Design & Support Services".

Proposals shall be submitted using a two (2) envelope system. The first envelope shall include the technical proposal and the second envelope shall include the financial proposal. Each envelope shall be clearly marked as to its contents. Proposals not using the two-envelope system, or which do not have the envelopes clearly marked, may not be accepted, and may be returned to the Proponent.

The proposals are to be submitted to:

Town Hall
Town of Kensington
55 Victoria Street E
P. O. Box 418
Kensington, PE
C0B 1M0

Attention: Kim Caseley, Municipal Clerk

No later than 4:00 pm on June 3, 2022.

Facsimile transmitted, electronic and late proposals will **not** be accepted.

2.2 Contact and Addenda

All inquiries concerning this Request for Proposal are to be directed to:

Kim Caseley
Town of Kensington
55 Victoria Street
P. O. Box 418
Kensington, PE
C0B 1M0

Phone: 902-836-3781 | Fax: 902-836-3741

Email: kcaseley@kensington.ca

To ensure consistency and fairness to all proponents, the town will use written addenda to issue any clarifications or provide any further information in relation to this Request for Proposals. Any and all addenda will be published on the Province of PEI Tendering website (<https://www.princeedwardisland.ca/en/tenders>) by **June 3, 2022**. It is the responsibility of proponents to check the PEI Tendering website for any addenda to this Request for Proposals. Verbal explanations or instructions will not be binding.

2.3 Proponents Requirements

- The successful proponent may be required to be registered to carry on business in accordance with applicable laws of the Province of Prince Edward Island.
- The successful proponent will be expected to provide proof of Professional Liability Insurance, in the amount of \$2 million per occurrence.

3.0 TERMS AND CONDITIONS

- Submission of a proposal constitutes acknowledgment that the proponent has read and agrees to be bound by all the terms and conditions of this Request for Proposals and any addenda issued in relation to this Request for Proposals.
- The Town will not make any payments for the preparation of a response to this Request for Proposal. All costs incurred by the proponent will be borne by the proponent.
- This is not an offer. The Town of Kensington does not bind itself to accept the lowest price, the highest scored, or any proposal submitted.
- The Town has the right to cancel this Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the Town as a result of the cancellation or reissuing of the Request for Proposals.
- The Town will not be responsible for any proposal that does not indicate the Request for Proposals name and the proponent's name.
- The Town will not be responsible for any proposal that is delivered to any address other than that provided in Section 2.1 of this RFP.
- If a contract is to be awarded as a result of this Request for Proposal, it will be awarded to the proponent whose proposal, in the Town's opinion, provides the best potential value to the Town and is capable in all respects to perform fully the contract requirements and the integrity and reliability to assure performance of the contract obligations.
- If the Town decides to award a contract based on a submission received in response to this Request for Proposal, the successful proponent will be notified of the intent to award in writing. Proponents will not acquire any legal or equitable rights or privileges whatsoever until the contract is signed by both parties.
- In the event of any inconsistency between this Request for Proposal, and the ensuing contract, the contract shall govern.
- The Town reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.
- Proponents may not amend their proposal after the closing date and time but may withdraw their proposal at any time prior to acceptance by the Town and issuing of a Letter of Intent.
- Proposals will be evaluated as soon as practicable after the closing time. Proposal details will not be made public except the names of all parties submitting proposals, their evaluation score, and price.
- The proposal, accompanying documentation, and any project reports, drawings, etc. submitted by the proponents are the property of the Town and will not be returned.

3.1 Validity of Offer

The proposals shall remain open for acceptance for a period of not less than ninety (90) days from the closing date of this Request for Proposal.

4.0 PROPOSAL REQUIREMENTS AND EVALUATION

The Technical Proposal shall include all the information required to evaluate the proposal with the exception of the financial component.

The Technical Proposal will be used to evaluate the proponent's understanding of the project and methodology, and ensure they propose to meet the Terms of Reference and provide the required deliverables. It will also be used to evaluate the proponent's experience, and project team.

The requirements of this project are outlined in Section 6 -Terms of Reference.

4.1 Understanding of the Project

The proponent should demonstrate an understanding of the objectives of the work, technical requirements, constraints, selection of resources, and any special considerations associated with the project. The proponent should provide a description of the specific project objectives and technical requirements, highlighting those that are of particular significance to the project and delivery of services.

4.2 Work Plan/Project Methodology

The proponent shall provide a detailed work plan, which demonstrates the proposed project methodology. The work plan should demonstrate the proponent's understanding of the project and its major challenges. It should describe how the proponent proposes to meet the objectives of the project and the requirements of the Terms of Reference and provide the deliverables specified.

The work plan is the proponent's opportunity to present their project methodology as well as show an understanding of the project. It is also their opportunity to present innovative ideas or approaches to the project.

4.3 Qualifications and Experience of Firms

The proponent shall present the firm(s) who shall comprise the Project Team. The prime consultant and any sub-consultants shall be identified, and the roles of all firms shall be described.

The proponent must demonstrate previous experience on projects of similar scope and scale. A description of a maximum of five (5) projects completed by the prime consultant and three (3) for each sub-consultant shall be included. Descriptions of projects shall be limited to two single-sided pages each including photographs and graphics.

The project descriptions should include:

- description of the project,
- key personnel and their roles and responsibilities on the project,

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- client reference, including client name, email address, and telephone number.

4.4 Project Team

The proponent shall present the Project Team's key personnel, including their roles and responsibilities, including the identification of the Team Lead and the project team member who will act in the capacity of the team lead in case of a contingency.

The proponent should demonstrate the experience and qualifications of the project team members to provide the services to fulfill the objectives and scope of work of this project as set out in the Terms of Reference.

Curriculum vitae for each project team member and backup should be included. The qualifications and experience of each project team member shall be considered in the evaluation.

Information to be included for each project team member should include:

- Name
- Education (relevant)
- Work Experience
- Similar projects involved and role in this project
- Licensing, certification and/or authorization

4.5 Past Performance and References

As part of the evaluation of the submission, the Town shall review the proponents past performance on similar projects and their references from other clients for similar or related projects.

References shall be obtained from the descriptions of similar projects provided as part of Qualifications and Experience of Firm(s).

4.6 Project Schedule

The proponent shall provide a detailed schedule that identifies how and when the services shall be conducted, individual responsibility for each service, and demonstrate the project can be completed within the allotted time frame and within budget.

The project schedule will be evaluated based on how closely it meets the project requirements, and how it demonstrates a logical approach to delivering the required services.

4.7 Financial Proposal

The financial proposal shall be submitted in a separate envelope. The envelope shall be clearly marked "Financial Proposal" and include the project title. Failure to clearly mark the envelope may result in the proposal not being accepted.

Disbursements will be considered part of the total contract fee to complete the project. No additional invoicing for disbursements shall be accepted.

At no time shall the total contract fee be exceeded without prior written authorization of the Town of Kensington.

4.8 Evaluation of Proposals

The evaluation of the proposals shall be based on the factors presented as follows in Table 1.

Table 1 EVALUATION RATING TABLE	
Rating Factors	Weight Factor
1. Understanding of the Project	5
2. Work Plan/Project Methodology	30
3. Qualifications and Experience of Firms	15
4. Project Team	15
5. Past Performance and References	10
6. Project Schedule	5
Subtotal Technical Submission	80
7. Cost of Services	20
TOTAL	
MAXIMUM TOTAL POINTS	100

4.9 Proposal Submission Format

Submissions shall meet the following formatting, or they may not be evaluated.

- Paper Size - 8 ½" x 11";
- Minimum font size - 11-point Times or equal;
- Minimum margins - 12 mm top, bottom, left, and right;

5.0 TERMS OF PAYMENT

The selected proponent shall be reimbursed monthly for work completed. Monthly invoices shall include backup for all disbursements (time sheets will not be required but may be requested). The invoice shall

include the project title, purchase order number, a description of the work completed, and a billing summary.

No payment will be made for the cost of work incurred to remedy errors or omissions for which the consultant is responsible.

6.0 TERMS OF REFERENCE

6.1 Background

Kensington's current website www.kensington.ca was created by an external organization and launched in 2012. The current website is built on a WordPress platform and its content is primarily managed by town staff, additions to the framework of the site are completed by the original developer. Town staff should be able to update the content management system of the website and visuals as needed.

The Town is considering a new website design for the following reasons:

- a. Kensington needs a site that is easily accessed and readable from a mobile device;
- b. A fully accessible website to engage users with visual, hearing, and manual impairments and to ensure we are accessible to all;
- c. Updated in appearance, additional content, and content organization;
- d. A contemporary site with a distinct path for those visiting the Town and those working and living in the Town. The site should hold all public content at the same time maintaining a fresh and vibrant site for those visiting.

Current website content will be updated and migrated to the new website by the vendor in consultation with Municipal Staff.

6.2 Objectives

The Town is seeking the services of a qualified web development firm for the design and creation of a new dynamic and modern municipal website that not only delivers information but invites engagement and showcases Kensington's assets, facilities, and services. The proposal is expected to show a clear understanding of the final product and indicate a fixed price for the project's completion.

The goals for the website redesign are:

- a. A comprehensive resource of information for residents, visitors, and businesses;
- b. A tool for marketing to and attracting tourists;
- c. Increase public engagement and communication;
- d. Easily maintained and updated by Town staff with the ability to allow customization

and future expansion;

- e. Easy for end-users to navigate and search, a user-intuitive site structure, and a detailed site map;
- f. Compliant with accessibility requirements, specially WCAG 2.0 and Level A (minimum);
- g. Owned and copyrighted by the Town;
- h. Support easy browsing via mobile and tablet devices (responsive design);
- i. The design shall be a collaboration of ideas from the Town and the project team.

6.3 Scope of Work

Site Requirements

If chosen as the successful bidder, vendors must include a detailed description of how the following preferred requirements would be achieved:

- Twitter, Facebook, YouTube and Instagram plugins
- Newsfeed with current events and announcements
- Credit Union Centre schedules (arena/ballfield)
- Utility payments
- Website analytics (Google)
- Community event calendar
- Document Management functionality (agendas, meeting recordings, minutes, development permits etc.)
- Application forms (development permits, volunteer firefighters, dog registration etc.)
- Ability to support video content (Council meetings)
- Other features and technology available at the developer's discretion

6.4 Selected Proponents Responsibilities

The selected proponents responsibilities will include, but not necessarily be limited to:

- **A detailed workplan**, including design, planning, project management, and

implementation of the new website;

- **Meet with key Town staff** to discuss the project requirements and work plan at the commencement of the project;
- **Report to Town staff** regarding the progress and completion of the workplan;
- **A separate cost proposal** for ongoing support services and hosting fees over a one-year period, including troubleshooting by phone or email;
- **Train key staff** in the use of the content management system and provide a manual for reference;
- **Fulfil project requirements** as outlined in the Objectives and Scope of Work (section 6.2 and 6.3 of this RFP)

6.5 Town's Responsibilities

The Town's responsibilities will include:

- Review proposals and select successful proponent;
- Provide selected proponent with existing information;
- Collaborate with proponent on new content;
- Review all deliverables and provide comments to the selected proponent.

6.6 Project Submission Formats

Draft and final reports shall be formatted to standard size paper (8 ½" x 11"), and may be double sided, unless otherwise directed.

6.7 Proposed Schedule

Request for Proposal Issued	May 6, 2022
Deadline for Issuing Addenda	May 27, 2022
Submission of Proposal	June 3, 2022
Award of Contract	June 13, 2022
Completion of Draft Website	September 30, 2022
Website Soft Launch/Official Launch	October 28, 2022