



THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

May 19th, 2016

Office of the Secretary to the Governor General – Solicitation No.:OSGG-BSGG-16-1632

Request for Proposal (RFP)

Web Design and Development

Questions and Answers # 3

The following shall be read in conjunction with and shall form an integral part of the Request for Proposal (RFP).

Question 1

Under section 4.1.1.1.1 Mandatory Technical criteria, MT3 (p.10 of 54) states : "an individual or a firm that holds a valid accreditation, in good standing, from the Canadian Translators Terminologists and Interpreters Council (or Member Associations)." This is a particularly restrictive requirement. We request that OSGG accept individuals or firms who are able to demonstrate their ability to produce bilingual content through a combination of experience, credentials and education.

Answer 1

The OSGG is deleting MT3 in its entirety under section 4.1.1.1.1 Mandatory Technical criteria (p.10 of 54).

Question 2

On Mandatory Technical Criteria 3: Web Content Writing, Why is the Office of the Secretary to the Governor General not translating its content through the Translation Bureau? We would like to ask that the MT3 criteria be removed from the list of mandatory requirements, and replaced with a statement mentioning that all content will be translated by an accredited translator or organization, and translation will be managed by the OSGG.

Answer 2

The OSGG is deleting MT3 in its entirety under section 4.1.1.1.1 Mandatory Technical criteria (p.10 of 54).

Furthermore, the OSGG is amending Annex A SOW as follows:

Under section 3.0 Requirement

Task 3.4: Web Content Development

- ii. *The Contractor must then develop the web content for these pages which includes copywriting and translation in the other official language of the newly created content*

~~as well as the~~ and production of any supporting media content (video, images, etc.), as required. (p.29 to 30 of 54)

Task 8: Training and documentation

b. CMS Administrator's guide highlighting relevant configurations and features*;

c. Provide training documentation that clearly explains how to add and manage content*;

e. Deliver training to the OSGG team*.

~~*Note that these items must be provided in both official languages.~~

(p. 34 of 54)

Insert

9.0 OSGG Responsibilities

9.1 The OSGG will arrange for the translation of all web content in the other official language.

Question 3

Under section 4.1.1.2 Rated Technical criteria, item RT2: Experience – Web Development, feature #4 (page 11 of 54) could you provide an example of what you would consider a timeline view?

Answer 3

There are several different options for a timeline view, please see the various links attached offering some, but not limited to, possible timeline view examples.

<http://www.orange.com/sirius/histoire/en/history/>

<http://www.ucf.edu/50/timeline/50-years-of-ucf/>

<http://endsleigh50.co.uk/>

Question 4

Could you detail the difference between the National Honours Platform (NHP) and the National Honours Web Interface (NHWI) – are these separate technologies? Is the NHP also built in Drupal 7?

Answer 4

The National Honours Web Interface (NHP) is not web facing and does not use Drupal. It is an internal custom built database with a Microsoft .Net application. The NHP back-end consists of a Microsoft SQL database.

The National Honours Web Interface (NHWI), which is the requirement defined in this RFP, is web-based and must be developed using Drupal 7. The purpose of the NHWI is to gather nominations information from the public via gg.ca. Data received from the NHWI will then be transferred over to the NHP an internal Microsoft SQL database. For more information on the NHWI requirements refer to Annex “D” in the RFP.

Question 5

In section 3.0 Requirement, Task 3: Develop a web concept and look and feel (page 28 of 54); do you confirm that the new branding strategy meets the WCAG 2.0 AA requirements? Or will there be flexibility to allow for compliance with the accessibility standards?

Answer 5

The branding strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. As stated under task 3: Develop a web concept and look and feel (page 28 of 54)

“The OSGG has developed a communication and branding strategy that uses storytelling to connect with Canadians. The redesigned website must be aligned with this approach. The Contractor must work with the OSGG to develop a web design concept that revolves around news and storytelling to engage the audience. Once approved, the concept must be followed to define the information architecture, to create the web design and produce the web content that will be required in the project.”

Question 6

In section 3.0 Requirements, Task 3.4: Web Content Development, bullet ii, Can you specify what you mean by “copywriting” newly created content?

Answer 6

As stated in section 3.0 Requirements, Task 3.4: Web Content Development, bullet ii:

“ The Contractor must then develop the web content for these pages which includes copywriting and translation in the other official language of the newly created content as well as the production of any supporting media content (video, images, etc.), as required. Following is an estimation of the volume of documents that need to be re-written based on current site content.” (p. 29 to 30 of 54)

Copywriting is defined as: “Copywriting is written content conveyed through multimedia platforms. Copy is content primarily used for the purpose of marketing. This type of written material is often used to persuade a person or group as well as raise brand awareness.”

As stated under section 3.0 Requirement, Task 3.4: Web Content Development:

“i. The landing pages of each section of the website and key content must be rewritten to persuasively communicate OSGG messages to the site audience in a clear and concise

manner that is consistent with the site concept. The Contractor will help the Project Authority identify the content that needs to be rewritten.

ii. The Contractor must then develop the web content for these pages which includes copywriting and translation in the other official language of the newly created content as well as the production of any supporting media content (video, images, etc.), as required. Following is an estimation of the volume of documents that need to be re-written based on current site content.” (p. 29 to 30 of 54)

Question 7

In section 3.0 Requirement, Task 4: Analyze and recommend option(s) for hosting the gg.ca website, Could you clarify what the intent is when you mention “support of legacy system”? Is this just to allow content migration from the legacy system to the new infrastructure?

Answer 7

As stated under section 3.0 Requirement, Task 4: Analyze and recommend option(s) for hosting the gg.ca Website:

“The OSGG will be hosting the new website on an infrastructure outside of the OSGG Network and will not be using Software as a Service (SaaS) solution. The Contractor must propose and document a new infrastructure plan to host the new website and legacy websites.” (p.30 of 54)

The Legacy websites that are referenced in Task 4 are websites that are built in ASP.Net 3.5 and 4.0 using MS SQL Server 2008 databases. The proposed infrastructure must include a server that has a capacity of hosting these legacy websites as well as the new GG.ca Drupal website. The Legacy websites do not have to be hosted on the same machine as the Drupal site. The contractor is not responsible for the providing the actual infrastructure. Task 4 only requires the contractor to make recommendations and write an infrastructure plan.

Question 8

In section 3.0 Requirement, Task 18: Reservation System Module, Could you specify the requirements to meet for this functionality (e.g. can people book several tickets at a time, are there any discounts applicable, ...)?

Answer 8

As stated under section 3.0 Requirement, Task 18: Reservation System Module:

“The Contractor must propose and implement a reservation solution to allow users to book tours via the website at Rideau Hall and The Citadelle. The backend of the reservation system could rely on external sources such as Planyo, but user interactions should all be managed via the website.” (p.36 of 54)

The details of the additional features listed under phase 3 are not known at this time. As part of Task 2: Exploration and Discovery – Client Consultation (p.27 of 54), the specific details will be discussed at that time.

To clarify, our requirement for reservation requires no exchange of funds e.g. prepayment, discounts, etc. as our tour offerings, for both Rideau Hall and La Citadelle, are free to the public.

Question 9

Under Appendix D, NHWI – Business requirement document, section 1.5 Mail service could you specify which mail service the NHWI system may have to interact with to send emails?

Answer 9

As stated under section 3.0 Requirement, Task 5.10, News releases e-mails and subscriber list management:

“The Contractor must develop and deploy a new solution or implement an existing solution that that can send out mass mail-outs to various subscribers’ distribution lists. The solution must have the option to either automatically generate emails based on existing content on the site (e.g.: news releases, messages) or give the Press office the ability to generate their own HTML mail based on manageable templates (e.g.: Order of Canada newsletter). Users must have the ability to subscribe and unsubscribe via the website and must also be able to do so directly from the emails that they receive. The solution must also include distribution list management.” (p. 32 of 54)

The NHWI will function from the same service that must be developed and deployed as part of task 5.10.

Question 10

We would like to submit a bid leveraging the expertise of not only our own company, but also a subcontracted firm. In this case, will the Office of the Governor General allow using references of the subcontractor (i.e. the firm actually performing the work) to meet mandatory and rated criteria?

Answer 10

Regarding the possibility to subcontract, please refer to answer # 14 in the Questions and Answers document, #2 dated May 6th, 2016.

In responding to the evaluation criteria, both mandatory and rated, the Bidder may submit examples of its own company and/or subcontracted firm’s experience as long as it is clearly presented who possess the demonstrated experience.

Question 11

Under section 4.1.1.2 Point Rated Technical Criteria, RT2: most of the functionality described (specifically #3, #6, #4 and #8) is only accessible to logged-in users on our client sites. Would this disqualify us? Would screenshots of the functionality be sufficient to meet the requirement?

Answer 11

Please refer to answer # 4 in the Questions and Answers document, #2 dated May 6th, 2016.

Question 12

Would you be open to a proposal from a Nova Scotian agency?

Answer 12

Please refer to answer # 17 in the Questions and Answers document, #2 dated May 6th, 2016.

Question 13

Could you let us know if we are required to provide for intent to respond?

Answer 13

As per the Request for Proposal (RFP) document, no intent to respond is required. Interested Bidders must submit a proposal as stated under Part 2 – Bidder instructions (page 5 to 7 of 54) and Part 3 - Bid preparation instructions (page 8 of 54).

Question 14

Could you let us know if you are tied to Drupal or would you folks be open to WordPress?

Answer 14

The website must be built using Drupal 7 therefore, WordPress is not acceptable.

For more information, please refer to answer # 5 in the Questions and Answers document, #1 dated April 29th, 2016 as well as answer # 1 in the Questions and Answers document, #2 dated May 6th, 2016.

Question 15

Would you be open to our proposal showcasing our work in WordPress?

Answer 15

No. As stated under section 4.1.1.1, Mandatory Technical Criteria, MT2:

“The bidder must demonstrate its experience producing websites in Drupal 7 by providing three (3) web projects of similar complexity to the proposed functionalities of the new GG.ca as detailed in Annex A – Statement of Work (SOW).” (p. 9 to 10 of 54)

Furthermore, as stated under section 4.1.1.2 Rated Technical criteria, RT2, RT3 and RT4, Bidder should demonstrate its various experience requirement using Drupal 7.

Question 16

Could you let us know if you had a budget in mind for this work annually?

Answer 16

Please refer to answer # 4 in the Questions and Answers document, #1 dated April 29th, 2016 as well as answer # 5 in the Questions and Answers document, #2 dated May 6th, 2016.

Question 17

Do you expect us to create content as part of this requirement or would all content creation take place in-house?

Answer 17

As stated under section 3.0 Requirement, Task 3.4: Web Content Development:

“i. The landing pages of each section of the website and key content must be rewritten to persuasively communicate OSGG messages to the site audience in a clear and concise manner that is consistent with the site concept. The Contractor will help the Project Authority identify the content that needs to be rewritten.

ii. The Contractor must then develop the web content for these pages which includes copywriting and translation in the other official language of the newly created content as well as the production of any supporting media content (video, images, etc.), as required. Following is an estimation of the volume of documents that need to be re-written based on current site content.” (p. 29 to 30 of 54)

Question 18

As part of this RFP is it intended for us to manage all sites (including all landing pages) identified within the RFP or only the main gg.ca website?

Answer 18

All web pages currently under the www.GG.ca domain need to be managed as part of this requirement including landing pages and all subpages.

As stated under section 3.0 Requirement:

“Task 6: Initial Content Migration

- i. The Contractor must migrate the following content for the initial launch:

 - a. Email Distribution lists,*
 - b. Events, news releases and photo galleries from gg.ca and archives.gg.ca*
 - c. Various content pages from gg.ca that will be identified by the Project Authority.” (p. 33 of 54)**

And;

“Task 14: Content migration

- i. *The contractor must migrate the new public register of Flags, Arms and Badges, which is a part of gg.ca into the new website.*
- ii. *The contractor must migrate any additional existing content from gg.ca into the new website. Content will be identified by the Project Authority.” (p.36 of 54)*

Question 19

For infrastructure information, is this required to be included in our response? Are we to price out a hosting package from one of the hosts we work with that could serve your needs? Would you like the hosting fees included as part of our maintenance package for the website or kept separate?

Answer 19

No, only proposing and documenting a new infrastructure plan form part of this requirement. Cost of hosting service is not to be included in the Bidders financial proposal.

As stated under section 3.0 Requirement, task 4 Task 4: Analyze and recommend option(s) for hosting the gg.ca Website (p.30 of 54):

“The OSGG will be hosting the new website on an infrastructure outside of the OSGG Network and will not be using Software as a Service (SaaS) solution. The Contractor must propose and document a new infrastructure plan to host the new website and legacy websites.”

Question 20

Mail out Distribution lists - Is this a solution that you would like within the website? We have our own platform that speaks to and from websites and has a mail out mechanism. Would this work?

Answer 20

As stated under section 3.0 Requirement, Task 5.10 News releases, e-mails and Subscribers list management:

“The Contractor must develop and deploy a new solution or implement an existing solution that that can send out mass mail-outs to various subscribers’ distribution lists.” (p. 32 of 54)

The solution must be integrated within the GG.ca website.

Question 21

Please confirm that we only need to identify the person or organization that is being used to comply with the Content Writing requirement, and that we don’t need to provide a project reference where such an organization or individual was used. Also, do we need to include a copy of the accreditation in the proposal?

Answer 21

The OSGG is deleting MT3 in its entirety under section 4.1.1.1.1 Mandatory Technical criteria (p.10 of 54).

Question 22

Section 4.1.1.1 Mandatory Technical Criteria, MT2 (p. 9 of 54) states:

“The bidder must demonstrate its experience producing websites in Drupal 7 by providing three (3) web projects of similar complexity to the proposed functionalities of the new GG.ca as detailed in Annex A – Statement of Work (SOW).”

Can OSCG please confirm how much or which functionality in the SOW needs to be addressed in order for the projects to be considered of “similar complexity”.

Answer 22

As stated under section 4.1.1.1 Mandatory Technical Criteria, MT2:

“For each web project presented the Bidder must provide:

- i. Operational links; and*
- ii. A summary document highlighting the methodology used to for each of the following components. The components will be assessed across all three (3) proposed websites. The proposed websites do not have to contain all the components under one single website.*
 - The creation of the site designs, information architecture and graphic user interface.*
 - The creation and/or customization of a Drupal 7 module*
 - The creation of a custom Drupal 7 theme*
 - The development of web forms.”*

The components listed above were provided to define similar complexity.

Question 23

Under section 4.1.1.2 Point Rated Technical Criteria, RT5 and RT6 (p. 13-14 of 54), do the sample websites need to be from Drupal implementations?

Answer 23

No.