May 25, 2016

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

Request for Proposal (RFP)

Web Design and Development

ADDENDUM 2

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

At   Part 4 – Evaluation Procedures and Basis of Selection, under section 4.1.1.1, Mandatory Technical Criteria

Delete: In its entirety.

Insert:

Item	Requirements	Rating	Proposal Section
MT1	**Executive Summary** The Bidder must include an executive summary highlighting the following: i. a brief description of their company ii. a summary of their company's areas of specialization and the unique value they are offering	M	
MT2	**Web Development Experience** 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). To be considered valid the three (3) submitted sites must have been developed and implemented by the Bidder within the past five (5) years and a minimum of one (1) of these sites must be fully bilingual. 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.	M	

Item	Requirements	Rating	Proposal Section

	• 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
	
	For each project, the bidder must provide the following information:
	    • the name of the client organization;
	    • the start and end date of the work;
	    • the value of the project		

MT3	**Project Summary** The Bidder must provide an estimated project timeline with milestones demonstrating a clear understanding of the requirement as defined in Annex A – Statement of Work. To clarify the timeline, the Bidder must describe the proposed approach of the web design and development process and the acceptance testing procedures that will be used.	M	

At   Part 4 – Evaluation Procedures and Basis of Selection, under section 4.1.1.2, Point Rated Technical Criteria

Delete: In its entirety.

Insert:

Item	Rated Technical Requirements (Technical)	Points	Allocation of points
RT1	**Experience – Accessibility** The Bidder should demonstrate its experience developing websites that meet WCAG 2.0 guidelines, level AA. The Bidder should provide a minimum of one (1) and up to three (3) operational website links that were developed by the bidder. The Bidder's website will be evaluated against the twelve (12) WCAG 2.0 guidelines, level AA. (https://www.w3.org/TR/WCAG20/) The guidelines will be evaluated against all of the proposed websites, up to a maximum of three (3) websites. The Bidder's proposed websites do not have to meet all twelve (12) guidelines under one single website. Points will be allocated only once per guideline. Guidelines that are not applicable to any of the proposed	/24	Two (2) points will be allocated for each guideline that meets level AA success criteria for each of the twelve (12) WCAG 2.0 guidelines up to a maximum of twenty-four (24) points.

Item	Rated Technical Requirements (Technical)	Points	Allocation of points
	websites will not be allocated any points.		

RT2	**Experience – Web Development**
	
	The Bidder should demonstrate its experience in developing websites using Drupal 7, containing one or more of the following features:
	
	  1. Theme based on the web experience toolkit
	  2. Search features that use facets and an indexing server
	  3. Email distribution list management and mail-out system
	  4. A timeline view (displays links to content using a timeline)
	  5. A map view (displays links to content on a map)
	  6. Booking/Reservation system
	  7. Chat
	  8. Discussion forum
	
	The Bidder should provide an operational link, developed by the bidder, for each of the above features.
		/80	Ten (10) points will be allocated for each of the features that are met up to a maximum of eighty (80) points.

RT3	**Experience – Advanced HTML Web Forms**
	
	The Bidder should demonstrate its experience in developing advance HTML Web Forms* by providing five (5) operational links. Each operational link must be accompanied by a brief project summary defining how the project meets a minimum of four (4) of the following requirements.
	
	Form requirements:
	  • Integrated in a Drupal 7 website
	  • Contain a client side and server side input validation
	  • Contains dynamic input validation (i.e. fields are validated and feedback is provided as the user fills out the form, without having to press on submit button)
	  • Contains multiple steps presented across multiple pages
	  • Contain dynamic elements, such as branching or form fields changing depending on other field values
	  • Allows users to save their progress and resume at a later time.
	
	In order to be considered valid the proposed projects must contain a minimum of four (4) out of six (6) of the above requirements.
	
	*Drupal content edit forms cannot be included in these examples.
		/50	Ten (10) points will be allocated for each of the projects that are met up to a maximum of fifty (50) points

RT4	**Experience – External User Account Management**	/30	Ten (10) points will be allocated for each of the

Item	Rated Technical Requirements (Technical)	Points	Allocation of points
	The Bidder should demonstrate its experience implementing up to three (3) different solutions in Drupal 7 that allows for user account management from an external system. For each of the three (3) examples, the bidder must include a description of the technical approach used to meet the requirements and identify what mechanisms were used to ensure data security.		solutions that are met up to a maximum of thirty (30) points
Total points for Rated Technical Criteria (Technical) Minimum pass mark for Rated Technical Criteria (Technical) = 74 out of 184			/184

Rating Table for Web Portfolio (RT5 & RT6)

Each Technical Bid that meets all the Mandatory Requirements specified above will be evaluated and scored in accordance with the following point-rated evaluation criteria table for the Web Portfolio Evaluation. Each point rated technical criterion should be addressed separately.

RATING SCHEME	
0%	Information provided does not address the criteria. Bidder receives 0% for the available points for this element.
10%	Information provided demonstrates a minimal understanding that is relevant to the stated criteria. Bidder receives 10% of the available points for this element.
30%	Information provided demonstrates some understanding that is relevant to the stated criteria but does not demonstrate a full range of understanding for all elements of the rated criteria. Bidder receives 30% of the available points for this element.
50%	Information provided demonstrates understanding for most but not all of the elements of the rated criteria. Bidder receives 50% of the available points for this element.
70%	Information provided demonstrates understanding that is relevant to all of the elements of the rated criteria meeting the established minimum. Bidder receives 70% of the available points for this element.
85%	Information provided clearly demonstrates a full understanding of all of the elements of the rated criteria. Bidder receives 85% of the available points for this element.
100%	Rated criteria is dealt with in depth, information provided demonstrates a full range of in-depth understanding of all of the elements of the rate criteria. Bidder receives 100% of the available points for this element.

Item	Rated Technical Requirements (Web Portfolio)	Points	Allocation of points
RT5	**User Centric Design** The Bidder should demonstrate its experience designing websites that are user centric by providing one sample website with a description of the methodology used to meet	/30	Points will be allocated based on rating scheme above

	the needs of their target audience addressing each of the following: • User/Audience analysis • Site task analysis • Information architecture • Design approach • Assessment criteria for usability (user-friendliness)		
RT6	**Site Composition** The Bidder should demonstrate its experience in site composition by providing one sample website and with a description of the creative approach used to meet the needs of their target audience addressing each of the following: • **Design:** Does the design have visual interest to engage the targeted viewer? • **Structure:** Does the design present information in a structured hierarchy that is simple and easy to follow? • **Colour:** Do the colours used create an appropriate mood relative to the target audience • **Multimedia Content:** is the use of multimedia content complementary to the editorial content.	/40	Points will be allocated based on rating scheme above
New RT7	The Bidder should demonstrate its experience web writing by providing one sample website and with a description of the creative approach used to meet the needs of their target audience addressing the following: • **Editorial Style:** Are the pages written with appropriate headlines that summarize the text and are inviting?	/30	Points will be allocated based on rating scheme above

At   Part 4 – Evaluation Procedures and Basis of Selection, under section 4.1.2, Financial Evaluation

Delete: In its entirety.

Insert:

Only the proposals that are technically responsive will be considered for financial evaluation.

The price of the bid will be evaluated in Canadian dollars, applicable taxes are excluded.

For the purposes of bid evaluation, Annex B, Basis of Payment, will be used. The Bidder must provide all-inclusive fixed price for task completion.

For bid evaluation and contractor selection purposes only, the evaluated price of a bid will be determined in accordance with Annex B, Basis of Payment.

The volumetric data included in the pricing schedule detailed in Annex B, Basis of Payment is provided for bid evaluated price determination purposes only. They are not to be considered as a contract guarantee.

At Annex A, Statement of Work, under section 3.0 Requirement, Task 3.4: Web Content Development

Delete: In its entirety.

Insert:

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 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.
iii. Top-level content currently located on www.gg.ca contains 11 menu pages est. total of 2,500 words in 1 language
iv. Main content currently located on www.gg.ca contains 40 landing pages est. total of 15,000 words in 1 language

At Annex A, Statement of Work, under section 3.0 Requirement, Task 8: Training and documentation

Delete: In its entirety.

Insert:

i. The Contractor must:

   a. Prepare maintenance and technical documentation relevant to Phase 1 deliverables, including server configuration;

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

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

   d. Provide a styling guide; and

   e. Deliver training to the OSGG team.

At Annex A, Statement of Work

Insert:

9.0 OSGG Responsibilities

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