



NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #01

NRFP #DC-2021-CD-02 Website Development and Maintenance Services

Close Date/Time:

August 11, 2021
14:00 hours
Pacific Time

Issue Date: July 26, 2021

From: CTC Procurement

To: All Vendors

E-mail: procurement@destinationcanada.com

Below are answers to question(s) submitted in regards to the above noted NRFP as of July 15, 2021.

Q1. Whether companies from Outside Canada can apply for this (from India or USA)

Answer: Yes the process is open to all qualified proponents.

Q2. Whether we need to come over there for meetings?

Answer: It is possible that the successful proponent may be asked to attend in person meetings.

Q3. Can we perform the tasks (related to RFP) outside Canada? (from India or USA)

Answer: Yes.

Q4. Can we submit the proposals via email?

Answer: Yes, please refer to NRFP Section B.3 Proposal Submission, Intentions, and Questions Instructions.

Q5. Are you looking for a new CMS or will you be staying on Drupal and WordPress? Please clarify. The reason we ask is based on the following:

In C.2 Objective, it states: "site migrations to a new or joint CMS/ global content repository; or transition to new application systems in the future". However, the first question in D.1 Mandatory Criteria Questionnaire is "The proponent must have experience building / developing, optimizing, troubleshooting and maintaining websites builds on Drupal and Wordpress Content Management systems. Are you able to comply with this requirement?"

In addition, E.2 Business/Technical Requirements state: "Provide three (3) case studies where your firm used open source platforms (e.g. Drupal, WordPress) to develop a new responsive web site and/or application within the past three (3) years" however, E.2.4 states "Describe your experience and expertise for Content Management System (CMS) transitions (i.e. moving a website from one content management system to another, with or without design and structural changes), or a complete website overhaul and re-launch. Please focus on your experience with open source CMS applications as well as headless CMS applications if you have worked on this in the past."

Answer: DC will continue to run some of our websites on Drupal and WordPress for the next years. We are also open to other CMS platforms and may need to adjust our CMS choices and approach for some of our websites in the coming years. The core amount of websites is on Drupal 9 at the moment and there are no immediate plans to move away from Drupal for those.

- Q6. If open to a new CMS, do you have a preference for a CMS? Have you looked at our seen demos of any particular CMS platforms?
Answer: No, we do not have a preference.
- Q7. Do you have a propensity for a specific technology or one that you are mostly comfortable with? .NET? Java? PHP?
Answer: No.
- Q8. Are you only considering open source CMS platforms or are you open to Commercial Off the Shelf (“COTS”) platforms?
Answer: DC is leaning towards open source CMS platforms but cannot rule out a future use of commercial off the shelf platforms.
- Q9. How many CMS authors do you expect to have?
Answer: There will be more than 10 CMS authors on DC’s side and we do not have any particular expectation towards a certain number of CMS authors on the vendor side.
- Q10. Will you have a team/resource that manages the website and you would like to transition knowledge to them eventually to have them continue support?
Answer: DC has a dedicated team internally for website management and maintenance as well as teams that manage content creation and updates.
- Q11. Do you have an existing partner you are working with? Will they be bidding on the new project?
Answer: Destination Canada will not be revealing the proponents.
- Q12. Is there a rough project budget you could disclose?
Answer: Destination Canada will not be disclosing this information.
- Q13. Section C.1 states “Marketing automation and use of artificial intelligence combined with insights from a variety of data-based testing models supports and informs our marketing activities.” Can it be assumed that these are the tools already mentioned within the RFP, as well as any other potential marketing platform in the future?
Answer: This statement is in regards to our overall research and marketing communications, not specifically in regards to our current website platforms and applications only.
- Q14. As a digital marketing agency, we understand the importance of reaching your audience where and when it matters. What are some examples of that statement for DC specifically?
Answer: This statement refers to the traveler’s path to purchase and that we aim to align our campaigns and communications to where the audience is in regards to it.
- Q15. If the contractor intends to hire for a specific role, upon being awarded the contract, what details are to be included within the proposal (e.g. resume, credentials, relevant awards, etc.)? Additionally, is it acceptable to assign one individual for multiple roles within the Position Title table on page 19?
Answer: The proponent should clearly indicate that if they do not have that resource now and provide a high level job description for the role, please refer to question E.1.2 Service Team for the requirements. It is the Contractors responsibility to manage their own resources as they see fit to meet the requirements of the NRFP.
- Q16. The RFP document mentions previous and current work with partners and subcontractors. Is there a list of these parties publicly available?
Answer: No there is not. All required information will be shared with the successful proponent.

Q17. Which stakeholders and roles will be involved in the scope of work from the Destination Canada team?

Answer: We have a dedicated team internally at DC for website management and maintenance as well as teams that manage marketing campaigns, brand, content and social media. Depending on the type of work or task, there may be involvement by any of the DC business units.

Q18. What modules are currently installed on the website?

Answer: All required information will be shared with the successful proponent

Q19. Have you engaged with a firm in the past 12 months that provides the services requested? If yes, will this firm be bidding on the project?

Answer: Destination Canada will share the incumbent information as required with the successful proponent. Destination Canada will not disclose who may submit a proposal.

Q20. Will there be any restrictions that would prevent access to your servers during the project?

Answer: There should not be any restrictions to the servers for work according to the NRFP scope of work.