

# Town of Riverview

## Memo

To: CAO, Mayor and Town Council

Prepared by: Shane Thomson

Date: May 3, 2017

Subject: RFP Design and Implementation of Corporate Website



**Agenda Item: 11d**

**Meeting Date: RCM 05/05/2017**

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On February 24, 2017 the Town of Riverview released a Request for Proposal (RFP) for the Design and Implementation of Corporate Website. This new website was a recommendation of the Town's Marketing and Communications Strategy adopted by Council in September 2016

The Town received nine (9) proposals in response to the RFP. The RFPs were reviewed a selection committee comprised of the Director of Economic Development, Communications Coordinator, Town Clerk and the Recreation Coordinator-Aquatics. The Town's desired outcomes included the following:

- Implement the Town of Riverview's Corporate Website in keeping with the recommendations from "Marketing/Communications Strategy".
- Design a website using open source CMS that will create modern, visually appealing, highly usable, responsive, interactive, and flexible website, and will reinforce the Town's core branding.
- Ensure that all of the features and functions available on the Town's current website are carried over to the newly designed website.

In the RFP request, the proponents were informed that the Town would use the following evaluation criteria and scoring grid:

EVALUATION CRITERIA	WEIGHT
PROPONENT'S QUALIFICATIONS AND EXPERIENCE	10%
PROJECT TEAM QUALIFICATIONS AND EXPERIENCE	35%
CLIENT REFERENCES AND PAST EXPERIENCE	20%
WORK PLAN, METHODOLOGY, AND SCHEDULE	15%
FEE PROPOSAL	20%
<b>TOTAL:</b>	<b>100%</b>

There was significant interest in this project, with proposals received from as far away as South Africa and the Northwestern U.S. The quality level of the proposals varied greatly, as did the pricing. There was a \$40 000 variance between the highest and lowest bid. The RFP criteria heavily weighted the project team's qualifications and experience and ultimately after reviewing and scoring the proposals

independently, the committee collectively determined that three (3) of the proposals stood out from the rest. These 3 firms formed the short list and were requested to provide an oral presentation in person to the selection committee. The oral presentation was subjected to a scoring process (as determined by the RFP Evaluation Committee members) and then the Proponent's "interview" score was added to their technical and pricing scores, which had been calculated in accordance with the evaluation criteria and weighting detailed above.

The proposals were as follows:

<b>Proposals Submitted</b>
Blaze Studios
Computer Consultants Int'l
The Details
Kitestring
Lithium Marketing
Matogen
OPIN
Veiomedia
Vox Interactif

In the 2017 Operating Budget, Council approved \$50,000 for Communications, of which a portion was to be allocated to the website re-development.

The Selection Committee is recommending this RFP be awarded to Blaze Studios for \$40,000 (plus HST).