

REQUEST FOR PROPOSALS

Website Redesign

Closing Date: FRIDAY, MARCH 27, 2019 Time: 4 p.m. MST

Response Submission Contact:

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The Calgary Drop-In & Rehab Centre

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STATEMENT OF PURPOSE

The Calgary Drop-In Centre (the DI) is accepting proposals to conduct a website needs assessment, rebuild and redesign a corporate website. The site needs to meet the needs of a variety of audiences and functions, namely: easy access and navigation for vulnerable populations; donations; volunteering; and general information/education. Proposed launch date is fall 2019.

KEY DATES SUMMARY

The proposed length of the contract is no longer than six (6) months.

1. **Questions** from service providers are due by **Friday, March 15, 2019**.
2. **Responses** to questions will be provided by **Wednesday, March 20, 2019**.
3. **Final proposals** must be received by no later than **4 p.m. MST on Wednesday, March 27, 2019**. Strict adherence to this closing date will be maintained and all proposals received after this time and date will not be opened or read.
4. Short-listed applicants will be invited to the Calgary Drop-In Centre to present their proposal between **Monday, April 1 and Wednesday, April 3, 2019**.
5. Pending funding grants, the contract will be **awarded** no later than **Thursday, April 4, 2019**, with a project run time of between **April 8, 2019, and September 1, 2019**.

KEY CONTACT

Questions and proposals should be submitted via email to:

Kala Ortwein
Manager, Internal & External Communications
kalao@thedi.ca

DISCLAIMER

This Request for Proposal does not constitute a guarantee on the part of the DI that a contract will be awarded. All costs incurred in the preparation and submission of a Proposal in response to this Request for Proposal will be assumed by the service provider.

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1.0 BACKGROUND

The Calgary Drop-In Centre (the DI) is more than an emergency shelter. We provide essential care as well as health services, employment training, and housing supports to people who need help. Our programs and services connect people to permanent housing that meets their individual needs.

Rooted in community and fueled by kindness, the DI proudly serves as part of the Homeless-Serving System of Care.

2.0 PURPOSE OVERVIEW

The Calgary Drop-In Centre is committed to supporting the community with its goals to end chronic homelessness. As homelessness is a complex social issue, it requires an integrated system-wide response. Programs should be collectively designed through community collaborations with both agency and system partners. Further, there's a responsibility to educate the community about this work and provide opportunity for community engagement and participation in various call-to-actions.

A key way for vulnerable populations, people who want to support the efforts of the DI, and community partners to understand the services the DI provides is via an easy to navigate website that clearly and concisely conveys our programs and services and connects the user to the right information path in as few clicks as possible. Put simply, the audience of the website includes prospective or current clients of the DI with varying degrees of literacy and computer literacy, community members, perspective and current donors and volunteers, sector and government stakeholders.

3.0 REQUEST

The DI is seeking a service provider who has:

- Experience in conducting a needs assessment and usability study for websites, ensuring that the site built reflects the needs of DI programs.
- Knowledge of creating website compatibility with the Blackbaud/Raiser's Edge database and Samaritan database will be considered an asset.

Deliverables will include:

- An analysis document including:
 - An inventory of needs/website functionality
 - Compatibility with existing databases
- Proposal documentation including:
 - Simple navigation for multiple user experience pathways
 - Integration with DI branding approach and development case for support
 - Smart, simple architecture that is easy to navigate – no need to reinvent the wheel
- Support documentation:
 - User manual and training for in-house maintenance and updates
- A functional upgrade to our website that meets the documented needs & requirements

3.1 TIMEFRAME

EVENT	DESCRIPTION	TIMEFRAME
RFP made available to service providers	RFP to be distributed and advertised to all interested service providers	Thursday, March 7, 2019
Service providers to submit questions about RFP	Questions to be submitted electronically to first contact by 4 p.m. on due date	Friday, March 15, 2019
Responses to questions from service providers	Questions will be responded to electronically by 4 p.m. on due date	Wednesday, March 20, 2019
Final proposals submitted	Either hard copy or electronically to first contact by 4 p.m. on due date	Wednesday, March 27, 2019
Review of proposals	Selection of shortlist	March 27 - 29, 2019
Short list presentations	To be scheduled	April 1 – 3, 2019
Selection of service provider(s)	Notification of top service provider(s)	Thursday, April 4, 2019
Anticipated start date	Website needs assessment, redesign and rebuild	April 8, 2019
Anticipated project completion	Website launch	September 1, 2019

3.2 CONTRACT AWARD

The contract will be awarded to the most responsive service provider whose offer will be the most advantageous to the DI in terms of cost, suitability, readiness, availability, local support, flexibility and other material factors as may be identified.

The DI reserves the right to:

- reject any or all offers and discontinue this RFP process without obligation or liability to any potential service provider;
- accept any proposal other than the lowest priced offer; and
- award a contract based on initial offers received, without discussions or requests for best and final offers.

The awarding of contract is subject to the DI securing the necessary funding.

3.3 SCOPE OF WORK

The service provider will work with key DI leadership and staff to complete the needs assessment and website rebuild in conjunction with the strategic direction of the organization, housing-focused shelter and poverty reduction initiatives, as well as the branding and development case for support protocols for the DI. The website must be created and implemented in collaboration with the DI communications team.

3.4 ACCESS TO RESOURCES

The DI will commit to providing the selected service provider with access to all necessary resources to fulfill requirements. The service provider will work with key DI leadership and staff to ensure the logistical requirements of the project are supported.

4.0 PROPOSAL SUBMISSION

To simplify the proposal process, the DI asks that you submit your proposal in the format below:

- I. **Cover Letter**
- II. **Proposal**
 - A. **Executive Summary**
 - i. Describe your understanding of the work to be performed and your ability to perform the work within the time frame provided.
 - B. **Environmental Scan**
 - i. Describe how you will approach the proposed services, including the use of volunteers and community members (if applicable). Finally, discuss the communication process you will use to discuss issues with our organization.
 - C. **Fees**
 - i. Please provide an estimate of fees for the services to be provided. The estimate must encompass fees for all time and resources necessary for completion of the service. The DI expects that you will provide consultants on site (when necessary, but especially during the initial planning phase) without additional costs for travel and expenses. Pricing should be quoted in Canadian dollars and include any estimated cost variances.
 - D. **Client References**
 - i. Include a list of relevant clients you have served within the past 3 years and provide the names and telephone numbers of any references whom we may contact.
 - E. **Additional Information**
 - i. Please provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

Proposals will be considered binding for a 6-month period from the date it is received.

4.1 ALTERATIONS AND/OR MISREPRESENTATIONS

Except as otherwise provided herein, proposals which are incomplete, contain alterations or items not called for in this RFP, or which are not in conformity with the law, will be rejected as non-responsive.

Additionally, a service provider shall not misrepresent its ability to provide the services as indicated herein or its proposal prices. Misrepresentation may be cause for rejection of the proposal.

4.2 WITHDRAWALS OR REVISION OF PROPOSALS

After submitting a proposal to the DI, the service provider may withdraw or revise it if:

- a. the service provider submits a written request signed by an authorized person; and
- b. the DI receives the request before the Proposal Due Date.

The original proposal may be revised and resubmitted as the official proposal if the DI receives it before the proposal due date.

5.0 CONFIDENTIALITY

All information relating to the DI, which is made known to the service provider in the process of bidding, its agents or employees in the course of providing service to the DI, shall remain confidential to all parties. The RFP process in its entirety shall also remain confidential to all parties. The bidding service provider, its agents and employees shall abide by all applicable Provincial and Federal laws and regulations concerning the handling and disclosure of private and confidential information.

6.0 CONFLICT OF INTEREST

The bidding service provider must not engage in any activity where such activity creates a conflict of interest that compromises, or could be seen to compromise, the integrity or competitiveness of this RFP process. Further to this, any contract awarded to a service provider will be done in good faith that the service provider is not acting within any conflict of interests, unless otherwise disclosed.

7.0 OWNERSHIP

All data, documentation, information, notes, completed questionnaires, reports, analyses, intellectual property or other material produced for or in conjunction with, created because of, or otherwise associated with the DI and the services to be provided under this RFP and the contract made hereafter, shall remain the property of the DI.