

# **Glenbow**

**Request for Proposal (RFP)**

**Website Redevelopment at  
Glenbow Museum**

**April 11, 2019**

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## **PART I – INTRODUCTION**

### **1.0 Introduction to Glenbow Museum**

**This is a Request for Proposal (RFP) for GLENBOW MUSEUM (hereinafter referred to as GLENBOW) which requires a new website that reflects our visitor-centric approach, offers innovative ways to access Glenbow’s content and provides the backbone to a digital strategy that includes existing and potential audience touchpoints in both digital and in-person spaces.**

At Glenbow, we believe art is for everyone. As Calgary’s public art museum, our purpose is to provide vibrant experiences that bring art and culture to life. We are committed to expanding the accessibility and impact of art and culture in our community, through exhibitions and programs that provide meaningful experiences for all our visitors.

As an independent non-profit, member-based organization, Glenbow generates over 60 percent of its operating revenue through fundraising, museum and program admissions and Glenbow memberships.

#### **Organizational Objectives**

1. **Increase general awareness about Glenbow**  
Glenbow has traditionally been known as a cultural history museum. While the majority of our programming has been centered on art for over 10 years, we rebranded in 2014 and are still building awareness and understanding in the community about Glenbow’s transition to an art museum.
2. **Increase visitation**  
All strategies and tactics must focus on increasing engagement both online and onsite with a specific desire to drive onsite visitation, membership acquisition and repeat visitation.
3. **Improve visitor experience**  
Ensure that the visitor experience is simple, seamless and engaging across all channels – from online to in-museum – Glenbow’s mission is to be approachable, welcoming, authentic and inspiring.
4. **Enhance Glenbow’s role in the community**  
As the only institution of its kind in Calgary, Glenbow wants to engage the community based on our unique position by becoming a leading community resource and hub of activity, information and education.
5. **Foster meaningful connections with collections and art exhibitions**  
Make the collection accessible to a broader audience by allowing people to interact with materials, rather than just "view" them. Continue the shift towards storytelling and developing learning opportunities that engage the community both online and onsite.

## **Current State of Affairs**

**Target Audiences:** We completed extensive audience and market research in early 2018 that has given us clear data about our key target audiences, their attitudes about Glenbow, their visitation patterns and their needs. This research will inform a user-experience-focused approach to redeveloping Glenbow's website.

**Website Strategy:** In late 2018 we completed an evaluation of Glenbow's existing website, competitive landscape, and audience needs with the final outcome encompassing strategic recommendations towards the development of a user-focused approach to Glenbow's website redesign project.

Final deliverables included:

1. Website strategy and recommendations
2. Primary audience key user flows
3. Conceptual site map
4. Online content strategy

**Digital Strategy:** Glenbow's internal marketing and communications team currently manages a significant digital presence that connects to the website, including: social media (Twitter, Facebook, Instagram, LinkedIn, YouTube); content marketing via a biweekly digital newsletter drawing on a regularly updated blog; a digital advertising strategy that includes Google Ads (including a non-profit Google grant account, a paid search ad account and display ads) and social media advertising; as well as website maintenance/improvements recommended by an ongoing SEO audit.

**IT Infrastructure:** Glenbow's existing website is over 10 years old and is currently hosted on the museum's internal servers. The content management system is obsolete and ongoing maintenance is the responsibility of a part-time (in-house) New Media Coordinator.

Glenbow is currently in the process of building a new internal collections database (Argus) that will ultimately enable public search access to certain content. This search functionality will need to be connected to the public website in the future.

Glenbow's point of purchase and bookings software is Siriusware, which was originally intended to support online ticket sales but that functionality has not been launched due to problems validating membership data and customer records (note: this RFP is not intended to address the problems with Siriusware but it does require an analysis of Glenbow's options and recommendations for the best e-commerce solution).

Online donations are currently managed through Blackbaud. Museum memberships are tracked in the Raiser's Edge customer management system.

## ***1.1 Project Description***

**GLENBOW is a non-profit organization and a registered charity (Charitable registration number 10743 5695 RR001). GLENBOW will follow a traditional competitive process to solicit bids by inviting firms to submit a proposal for this website project.**

The goal of this project is to design and build a new website that prioritizes user-experience and revitalizes Glenbow's digital infrastructure to ensure sustainability and adaptability in online spaces. The website must support all of Glenbow's marketing and communications efforts and be a destination that links all audience touchpoints.

**Our priorities for this project are:**

1. Building website infrastructure that includes a content management system that is accessible and adaptable. It must allow for (non-programmer) internal staff to be able to make content edits and updates across all areas of the website, including formatting, use of images and managing any automated functionality.
2. Ensuring Glenbow's website is mobile-responsive or mobile-optimized.
3. A cloud-based website hosting solution.
4. Search Engine Optimization – develop an SEO strategy to optimize earned search results that connects with existing paid search strategies.
5. Ensuring measurement and analytics are integrated into all aspects of the website to support the ongoing reporting and evaluation efforts of the internal Marketing & Communications team and ensure we can actively act on insights and recommendations that come from the data.
6. A CMS solution for clearly organizing and updating events and programs with a user-friendly interface.
7. Navigation and functionality that prioritizes user-experience and positions Glenbow's website as a storytelling and educational platform, where we can leverage existing content and develop new methods and channels for sharing, connecting and inspiring.
8. Creating website infrastructure that supports and allows access to and interactive use of imagery, video and other media files by users and supports robust online educational experiences to enhance Glenbow's school education programs as well as serve casual learners.
9. Undertaking a strategy to integrate an online ticket purchasing solution into the new website infrastructure. Establishing whether Siriusware will be the solution or if there are other options achievable within the current project budget that are mobile-optimized and that will validate membership benefits.
10. Identifying content opportunities and recommending a plan for converting content

from existing obsolete online resources (i.e. Flash-based educational microsites) for active use.

11. Interactivity/accessibility that meets an industry best-practice standard for accommodating the needs of all potential visitors. Identifying opportunities and establishing goals for future initiatives that incorporate accessible design.

**The winning bidder will submit a proposal that establishes their ability to fulfill the following key phases of this project:**

- Project Definition & Scope
- Wireframes and Site Architecture
- Visual Design
- Site Development
- Site Testing
- Site Launch
- Site Maintenance Support (for an agreed upon period after the launch)

The phases of this project are described in **Appendix A: Statement of Work (SOW)**

## **PART II – PROPOSAL PREPARATION INSTRUCTIONS**

### **2.0 Location for Submission of Proposals**

To be considered, proposals must be delivered only to the address specified below:

Attention:  
Melanie Kjorlien  
Vice President, Engagement  
GLENBOW  
130 – 9 Avenue SE  
Calgary, Alberta  
Canada T2G 0P3

### **3.0 Closing Date and Time for Proposals**

May 3, 2019  
4:00 pm Mountain Standard Time

### **4.0 Incomplete and Late Proposals**

Incomplete and late proposals will be rejected.

### **5.0 Inquiries – Solicitation Stage**

Inquiries regarding the solicitation must be submitted in writing (email) to the Project Manager listed below, by 10:00 am MST on April 22, 2019.

**Jenny Conway Fisher, Manager, Marketing and Communications**  
(Designated Project Manager)  
Email: [jconwayfisher@glenbow.org](mailto:jconwayfisher@glenbow.org)

Inquiries received after the specified time may not be able to be answered prior to the closing date of the offer. To ensure consistency and quality of information provided to the Bidders, the Project Manager will provide simultaneously to all companies to which this solicitation has been sent, or who have indicated intent to bid on the RFP, any information with respect to significant inquiries received and the replies to such inquiries without revealing the sources of the inquiries. Answers to inquiries will be distributed to all Bidders by 4:00 pm MST on April 24, 2019.

### **6.0 Project Authority**

Matters pertaining to the administration of the RFP are to be referred to the Project Manager.

All reports, deliverables, documents, goods and all services rendered under this Contract shall be subject to review by the Project Manager or his/her designated representative. Should any report, document, good or service not be in accordance with the requirements of the Statement of Work and to the satisfaction of the Project Manager as submitted, the

Project Manager shall have the right to reject it or require its correction at the sole expense of the Contractor before recommending payment. Any communication with a Contractor regarding the quality of Work performed pursuant to this Contract shall be undertaken by official correspondence with the Project Manager.

### **7.0 Contract Period**

The work is to be performed from June 3 – December 31, 2019

### **7.1 Budget**

The GLENBOW has a budget of \$98,000.00 for this project, excluding GST.

### **8.0 Validity of Proposal**

Any proposal must remain open for acceptance for a period of not less than sixty (60) days after the closing day of the RFP. After the RFP closing date, no amendments to the proposal will be accepted. However, during the evaluation, GLENBOW may require clarification from Bidders.

### **9.0 Request for Proposal**

GLENBOW will consider entering into a contract for the implementation of the most acceptable proposal which will be determined having regard to the evaluation factors set out in this RFP. In addition, the acceptability of the contract terms and conditions upon which the respondent would be prepared to undertake the implementation of the proposal will be measured against the contract terms and conditions set forth in this RFP.

#### ***9.1 RFP Schedule***

April 11, 2019:	RFP goes out to invited agencies and posted on Glenbow’s website and other external websites.
April 22, 2019:	Inquiries submitted to Project Manager (see Section 5.0 for contact details)
May 3, 2019:	RFPs due at GLENBOW (see Section 2.0 for delivery location and time)
May 27-31, 2019:	Meetings with shortlisted Bidders
June 7, 2019:	Successful Bidder notified
June 12, 2019:	Contract agreement finalized
June 17, 2019:	Project development begins



## **10.0 Instructions to Bidders**

Bidders shall prepare a proposal addressing all the requirements of this RFP. The proposal must include Appendix “C” of this RFP properly completed and signed. The Bidder’s signature indicates acceptance of the terms and conditions set out herein. Ensure that the signatory has authority to commit the organization by making such a proposal. Ensure that the proposal includes a contact name, address and phone number.

It is essential that the elements contained in your bid be stated in a clear and concise manner. Failure to provide complete information as requested may be to your disadvantage. Bidders are requested to propose a team including a Project Manager to meet the requirements of this RFP.

## **11.0 Evaluation of Price**

The price of bids will be evaluated in Canadian dollars, the Goods and Services Tax (GST) excluded, FOB destination.

## **12.0 Format**

It is requested that Proposals follow the response format/instructions detailed herein.

Proposals submitted in response to this RFP shall be:

- Compliant in all respects, including price, for a period of not less than sixty (60) days from the closing date of this RFP.
- Appendix “C” has been signed by an authorized representative of the company.
- All packages shall be labeled “To be opened by the Project Manager only”

**12.1.1** Binding Requirements: all hard copies must be printed on 8.5” x 11” paper (not including foldouts). Drawings, diagrams, graphics or other presentation formats can be included with the proposal if it assists Bidders in explaining or clarifying their responses.

**12.1.2** Proposals received in response to this RFP shall become the property of GLENBOW and will not be returned. All proposals shall be treated as CONFIDENTIAL and will be made available only to those individuals authorized to participate in the evaluation process.

**12.1.3** GLENBOW shall not be liable for any costs associated with the preparation or presentation of the proposals.

Your Proposal should be concise and must address, but not necessarily be limited to, the points that are detailed in the mandatory evaluation requirements set out in *Part III – Evaluation Procedures*, against which the Proposal will be evaluated. It is suggested you address these criteria in sufficient depth in your proposal. Items not addressed will be given a score of zero and the proposal will not be evaluated further.

**12.1.5** The Proposal will be evaluated solely for its content. Simply repeating the statements contained in the Statement of Work (Appendix “A”) is not sufficient; you must explain and demonstrate how you meet the mandatory requirements and how you understand and will carry out the work requirements.

## **13.0 Proposal Evaluation**

### ***13.1 Mandatory Evaluation Requirements***

Proposals will be evaluated in accordance with the mandatory requirements as detailed herein. Bidders are instructed to address each requirement in sufficient depth to permit a complete requisite analysis and assessment. Proposals failing to adequately respond to the mandatory requirements will be excluded from further consideration. Only proposals found to meet the mandatory requirements will be further evaluated in accordance with the evaluation criteria subject to point rating as detailed herein.

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed herein. It is imperative that these criteria be addressed in sufficient depth in the proposal to permit a complete requisite analysis and assessment by the Evaluation Team.

### ***13.3 Financial Proposal***

This section of the proposal shall include a cost summary of the services required. Indicate a firm fixed price for the period of the proposed Contract. See Section 7.1 for information on current budget.

**COSTS SHALL NOT APPEAR IN ANY OTHER AREA OF THE PROPOSAL EXCEPT IN THIS FINANCIAL PROPOSAL SECTION.**

## **14.0 Rights of GLENBOW**

**GLENBOW reserves the right to:**

- seek clarification or verify any or all information provided by the Bidder with respect to the RFP;
- reject any or all proposals received in response to the RFP;
- enter into negotiations with one or more Bidders on any or all aspects of its proposal;
- accept any proposal in whole or in part without prior negotiation;
- cancel and/or reissue this RFP at any time;
- award one or more contracts;
- retain all proposals submitted in response to this RFP; and
- not enter into any contract as a result of this RFP.

## **15.0 Tax**

**15.1** All prices and amounts of money in the contract are exclusive of GST.

## **PART III – EVALUATION PROCEDURES OF PROPOSALS**

### **16.0 Evaluation Procedures of Proposals**

The evaluation of proposals will be based on the criteria specified in the Evaluation of Criteria (Appendix “B”).

#### ***16.1 Project Implementation and Team Proposal***

Project Implementation and Team Proposals received will be compared separately against the evaluation criteria identified herein for the total requirement of this Request for Proposal (RFP) and in conjunction with the accompanying Statement of Work (Appendix “A”).

The Project Implementation and Team Proposal shall also deal with the following aspects:

- work plan and timetable
- relevant experience of proposed personnel resources (no more than 1 page each in length)

#### ***16.2 Evaluation Methodology***

Only those proposals, which satisfy all MANDATORY requirements, detailed herein will be further evaluated.

##### **a. Mandatory Criteria**

Bids not meeting ALL mandatory requirements will be considered non responsive.

##### **b. Point-Rated Evaluation**

A technical rating, up to the maximum points available as identified in Appendix “B” will be assigned by the Project Manager to score each rated criterion specified herein.

##### **c. Cost**

Cost will be evaluated on the total contract period requirement.

## **PART IV – RESULTING CONTRACT**

### **17.0 Priority of Documents**

The documents listed below form part of and are incorporated into this Contract. If there is a discrepancy between the wording of one document and the wording of any other document, which appears on the list, the wording of the document that first appears on the list shall prevail over the wording of any document that subsequently appears on the list.

1. The Contract document including appendices
2. The Supplier's dated proposal

### **18.0 Basis of Payment**

The Contractor shall be paid a firm fixed price (to be determined) for each phase for the services to be provided in accordance with the Statement of Work (Appendix "A") contained herein, GST extra.

All deliverables are FOB Destination and Canadian Customs Duty included, where applicable.

### **19.0 Method of Payment**

**19.1** Payment by GLENBOW for the Work shall be made within:

- a. forty-five (45) days following the date on which all of the Work has been delivered at the location(s) specified in the Contract and all other Work required to be performed by the Contractor under the terms of the Contract has been completed; or
- b. forty-five (45) days following the date on which an invoice and substantiating documentation are received according to the terms of the Contract; whichever is later.

**19.2** If GLENBOW has any objection to the form of the invoice or the substantiating documentation, within twenty-eight (28) days of its receipt, GLENBOW shall notify the Contractor of the nature of the objection. "Form of the invoice" means an invoice that contains or is accompanied by such substantiating documentation, as GLENBOW requires. Failure by GLENBOW to act within twenty-eight (28) days will only result in the date specified in paragraph 1 of the clause to apply for the sole purpose of calculating interest on overdue accounts.

Payment will be made for services rendered, provided that:

- invoices are submitted in accordance with the invoicing instructions contained herein; and

- all direct expenses are pre-approved by GLENBOW and supported by invoices, receipts, vouchers.

### **20.0 Invoicing Instructions**

Invoices shall be submitted on the Contractor's own invoice form and shall be prepared to show:

- a. total payable, based on the Basis of Payment herein; (Note: The GST amount and the GST identification number are to be shown separately)
- b. the date;
- c. the name and address of the Contractor
- d. quantity and description;
- e. project title “**Website Redevelopment Project**”; and
- f. copy of invoice for direct expenses

**All billing for services related to the Website Redevelopment Project must be complete and invoices received by Glenbow by March 31, 2020.**

Invoices are to be mailed as follows:

Melanie Kjorlien, Vice President, Engagement  
GLENBOW  
130 – 9 Avenue SE  
Calgary, Alberta  
Canada T2G 0P3

### **21.0 Limitation of Expenditure**

No increase in the total liability of GLENBOW or in the price of Work will be authorized or paid to the Contractor unless such changes, modifications or interpretations have been approved, in writing, by GLENBOW, prior to their incorporation into the Work. The Contractor shall not be obliged to perform any work or provide any service that would cause the total liability of GLENBOW to be exceeded, unless an increase is authorized by GLENBOW.

### **22.0 Intellectual Property**

The selected Bidder will be obliged to adhere to the following as the Contractor on the project.

**22.1** Contractor certifies that it owns the copyright, and any other associated rights, in any content including icons, graphics and design elements selected for the project, or has secured all necessary consents from copyright owners, and the owners of any other associated rights to reproduce, exhibit, communicate to the public by telecommunication, adapt, modify, translate and use said content (including graphics and design elements) in the project;

**22.2** Copyright of all the components outlined in this RFP vests in GLENBOW, and the Contractor hereby assigns all its rights to GLENBOW with regard to such compilation;

**22.3** Contractor hereby represents and warrants that it is not a named defendant in any intellectual property action and that there are no outstanding claims or pending claims against any content, including design elements, icons and graphics provided by the Contractor for inclusion in the project; and

**22.4** Where copyright, patent, right or title to any property of any description vests in GLENBOW under the contract, the Contractor shall execute such conveyances and other documents relating to title as GLENBOW may require to evidence to title of GLENBOW.

### **23.0 Replacement of Personnel**

**23.1** When specific persons have been named in the Contract as the persons who must perform the Work, the Contractor shall provide the services of the persons so named unless the Contractor is unable to do so for reasons beyond its control.

**23.2** If at any time the Contractor is unable to provide the services of any specific person named in the Contract, it shall provide a replacement person with equal or better qualifications and experience. The Contractor shall, within **5 working days**, give notice to GLENBOW of:

- a. the reason for the removal of the named person from the Work;
- b. the name, qualifications and experience of the proposed replacement person.

**23.3** GLENBOW may order the removal from the Work of any such replacement person and the Contractor shall immediately remove the person from the Work and shall, in accordance with subsection (2), secure a further replacement.

**23.4** The fact that GLENBOW does not order the removal of a replacement person from the Work shall not relieve the Contractor from its responsibility to meet the requirements of the Contract.

### **24.0 Work Environment**

The successful Bidder is responsible for providing a work site and providing resources and equipment such as computer equipment, Internet connection, workstations, etc. The Contractor must be available to attend either teleconference calls or meetings (based on the geographical location of the Contractor in relation to GLENBOW) throughout the project duration and other meetings as requested by GLENBOW. In-person meetings will be held at GLENBOW, 130 – 9 Avenue SE, Calgary, Alberta. The Contractor will be responsible for their own traveling and accommodations costs and arrangements if required.

## **APPENDIX A STATEMENT OF WORK (SOW)**

### **1.0 Project Parameters**

The successful bidder(s) (hereinafter referred to as the AGENCY) will fulfill the following key components required for this project.

#### ***PROJECT DEFINITION AND SCOPE PHASE***

##### **Goal: Understanding Glenbow's Organizational Goals, Digital Strategy & Audience Needs and Defining Project Scope**

The AGENCY will familiarize itself with GLENBOW and its operations and audience visitation. This will include analysis and integration of existing audience research, analytics data and website strategy documentation and resources. The AGENCY will undertake any further research necessary to identify key outcomes related to the website strategy and develop measurable goals that can be achieved within the project budget.

##### **Deliverables:**

- **Project Scope Plan** the AGENCY will present a well-defined project scope plan that outlines specific activities and deliverables, timelines, expectations and accountabilities for the duration of the website redevelopment project.

#### ***WIREFRAMES AND SITE ARCHITECTURE PHASE***

##### **Goal: Create a sitemap that defines key pages, page relationships, content priorities and overall site navigation**

The AGENCY will consider and refine Glenbow's existing conceptual site map, primary audience user-flows and content strategy, employing a U/X centered approach to prioritize website content and hierarchy.

##### **Deliverables:**

- **Wireframes that provide a blueprint for the visual design phase**

#### ***VISUAL DESIGN PHASE***

##### **Goal: Interpret and express Glenbow's brand characteristics in the design**

The AGENCY will integrate Glenbow's brand (visually and conceptually) into the visual style of the website and ensure the design and user interface of the website is connected to all other forms of institutional communications.

##### **Deliverables:**

- **A visually compelling design that moves the Glenbow brand forward**

### ***SITE DEVELOPMENT PHASE***

**Goal: Build Glenbow’s website with a user-friendly CMS that can easily be managed by Glenbow’s internal team.**

The AGENCY will develop an innovative, nimble and adaptable website that is populated by all content identified in the site map and content strategy. Glenbow’s internal team will be able to continue to add to and enhance the site with strategic content and great digital experiences.

**Deliverables:**

- **A sustainable and adaptable website that positions Glenbow’s online presence to be best-in-class**

### ***SITE TESTING PHASE***

**Goal: Test site functionality and identify issues before publicly launching the site**

The AGENCY will conduct the necessary technical testing on multiple browsers and devices to see if and where issues may occur. Stakeholder and user testing will be integrated into this process.

**Deliverables:**

- **A website that works and a clear plan to address any issues that arise from the testing process**

### ***SITE LAUNCH PHASE***

**Goal: Launch the new glenbow.org website internally and externally**

The AGENCY will ensure that Glenbow’s new website meets established SEO requirements and support Glenbow’s marketing and communications team to create an internal and external launch communications plan.

**Deliverables:**

- **A successful website launch by January 2020 and an agreed upon time frame for continuing support or response to any issues identified upon the launch (e.g. 30 -60 days)**

### ***SITE MAINTENANCE PHASE***

**Goal: Address any post-launch technical issues that arise in an agreed-upon time frame (e.g. 30-60 days)**

The AGENCY will ensure that Glenbow’s internal team is equipped to manage the ongoing care and maintenance of the website’s functionality and content.

**Deliverables:**

- **A Site Maintenance plan that can continue to move Glenbow forward and be responsive to online and in-person visitor experiences.**



## **2.0 Responsibilities**

- 2.1** GLENBOW will co-ordinate the project. In this capacity, GLENBOW will be responsible for:
- 2.1.5 Acting as Project Manager for the Website Redevelopment project;
  - 2.1.6 Ensuring communications between any GLENBOW, stakeholders, staff, etc. and the Contractor;
  - 2.1.7 Managing the material submitted or supplied by GLENBOW;
  - 2.1.8 Providing support and expertise into understanding of the GLENBOW and its operations;
  - 2.1.9 Overseeing the development of the project;
  - 2.1.10 Ensuring that the project meets the organization's needs; and
  - 2.1.11 Ensuring product delivery on schedule.
- 2.2** The Contractor will be responsible for the work outlined in the statement of work (SOW).

## **3.0 Deliverables**

- **Project Definition and Scope:** All activities completed as part of the SOW outlined above: The Agency will provide a Timeline & Workback Schedule based on the website launch date of January 2020
- **Wireframe and Site Architecture:** All activities completed as part of the SOW outlined above: Timeline & Workback Schedule TBD
- **Visual Design:** All activities completed as part of the SOW outlined above: Timeline & Workback Schedule TBD
- **Site Development:** All activities completed as part of the SOW outlined above: Timeline & Workback Schedule TBD
- **Site Testing:** All activities completed as part of the SOW outlined above: Timeline & Workback Schedule TBD
- **Launch:** All activities completed as part of the SOW outlined above: January 2020
- **Site Maintenance:** All activities completed as part of the SOW outlined above: agreed upon Agency support period and Site Maintenance Plan to support internal Glenbow team ready by December 31, 2019

**APPENDIX B  
EVALUATION CRITERIA**

**MANDATORY EVALUATION CRITERIA**

Mandatory requirements identify at the outset the minimum requirements for bids to be considered. This allows bidders to identify those requirements for which they can bid, and permits the evaluation team to objectively screen bidders that do not have the necessary competence and capability for undertaking the Work.

Mandatory requirements are evaluated on a simple pass/fail basis. Mandatory requirements are not rated and therefore need to be separated from point rated requirements.

**MANDATORY CRITERIA**

- M1 The bidder must demonstrate that their proposed Project Manager has a minimum of 5 years related experience managing all phases required for the project.
- M2 The bidder must demonstrate that one member of the project team has a minimum of 2 years of UI/UX design experience.
- M3 The bidder must submit 3 previous projects which can serve as relevant examples of website redevelopment and results, including examples of CMS utilization/functionality
- M4 The bidder must provide the name and telephone number of a reference for each of the three projects, submitted as part of the portfolio.
- M5 The bidder must agree to be subject to an interview, at the bidder's expense, if required.
- M6 The bidder shall provide a company profile.

## RATED REQUIREMENTS

To qualify, a minimum of **70%** must be achieved. An item not addressed in the offer will be given zero points.

The offer will be evaluated and scored in accordance with the following criteria. It is imperative that these criteria be addressed in sufficient depth in the proposal.

<b>Rated Requirements</b>				
<b>REF</b>	<b>Category</b>	<b>Application/Tasks</b>	<b>Point Distribution</b>	<b>Points Assigned</b>
<b>R 1</b>	<p><b>Work Methods and Approach</b></p> <p>Demonstrated understanding of the key phases in the website redevelopment process</p>	<p>Bidders should describe their:</p> <ul style="list-style-type: none"> <li>• approach to strategic digital communications</li> <li>• strategy for the research and analysis phase of the project;</li> <li>• work methods and timetable, including the timing of deliverables.</li> </ul>	<p>Maximum of 30 points</p>	
<b>TOTAL POINTS WORK METHODS AND APPROACH</b>				<b>___ / 30</b>

<b>Rated Requirements</b>				
<b>REF</b>	<b>Category</b>	<b>Application/Tasks</b>	<b>Point Distribution</b>	<b>Points Assigned</b>
<b>R 2.1</b>	<b>Demonstrated Experience</b>			
	Demonstrated experience developing audience-focused websites that integrate UI/UX and design principals	Bidders should provide descriptions of two (2) previous projects related to this. Please include information about the CMS the example websites were developed with and why that platform was the chosen solution.	Maximum of 10 points per project of significant scope, design and strategy.	
	Demonstrated experience in innovative visual and digital design and strategy	Bidders should provide a description of one (1) previous project related to this. Please include information about the CMS the example website was developed with and why that platform was the chosen solution.		
<b>TOTAL DEMONSTRATED EXPERIENCE</b>				<b>____/ 60</b>
<b>R 3.0</b>	<b>Expertise</b>			
	Demonstrated education, training and experience of the team members who will be assigned to the project.	Bidders must provide a summary of qualifications (each summary should be no more than one page in length) of all proposed personnel who will participate in the project	Maximum of 10 points to be based on the qualifications demonstrated and their relevance to each cited area of the rated requirements.	
<b>TOTAL POINTS EXPERTISE</b>				<b>____/ 10</b>

**R4 Interview with the Bidder's Project Manager and Senior Web Strategy and/or Design Leads (50 points)**

1. Description of methodology proposed for the project: (20)
2. Assessment of previous experience and its application to this project (20)
3. Each resource will also be evaluated for the following interpersonal skills: (10)
  - Leadership, team player, team lead and team approach
  - Judgment
  - Effective interpersonal communication
  - Ability to work under pressure and meet tight deadlines and business challenges

**APPENDIX C**

**Acceptance Form**

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Bidding Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone no. \_\_\_\_\_

Fax no. \_\_\_\_\_

Email address: \_\_\_\_\_

Name and Title of the person authorized to sign on behalf of Bidder:

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
(Write or Print)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Each bid must include a copy of this page properly completed and signed. The Bidder's signature indicates acceptance of the terms and conditions set out herein. Ensure that the signatory has authority to commit the organization by making such an offer.**