

## Request for Proposals (RFP) – From website designers/developers

### New AEA website

#### Background

The Arctic Energy Alliance (AEA) is the lead not-for-profit organization helping residents of the Northwest Territories (NWT) Canada work together to reduce their cost and environmental impacts of energy usage. This year marks 23 years of service to the residents of the NWT. The AEA employs 21 staff, delivers services through five regional offices and is headquartered in Yellowknife. See the AEA's most recent annual report at <http://aea.nt.ca/blog/2019/07/201819-annual-report>.

The AEA's current website is approximately eight years old and is not mobile-friendly. The AEA is considering replacing its current site with a new one. The AEA is also anticipating that it will soon undertake a review of its branding. The new site is expected to reflect any brand changes that may arise from this review.

This RFP is for the building and hosting of a new website, as well as ongoing routine maintenance.

#### Scope of work

The successful proponent will build a website in WordPress or another appropriate CMS, arrange for hosting and conduct routine maintenance.

#### Description of current site

The AEA's current website is built on an outdated version of PyroCMS, and is not mobile-friendly. It houses information about the following:

- The AEA's programs
- Tips for saving energy
- A blog, used to present news about the AEA
- Energy use in each of the NWT's communities
- Energy-related studies, reports, etc.
- The AEA as an organization

The application forms for all but one of the AEA's program are hosted as PDFs. The remaining program is currently the only one that uses a webform for application.

#### Requirements of new site

- Must be built on a modern, widely-used CMS. WordPress is preferred, but other proposed systems may be entertained.
- The AEA must be granted administrative access to edit the site content, add users, etc.
- Must be responsive and mobile-friendly.
- Must contain a blog section.

- Program application forms must be available in webform format, while maintaining the ability for clients to download PDF versions.
- Must retain all sections of the existing website, although those sections may be significantly reorganized or restructured.
- Must function well in locations with limited bandwidth (e.g. small communities).

#### ***Responsibilities of the successful proponent***

- Finalize a sitemap/structure (through discussion with the AEA).
- Finalize a wireframe (through discussion with the AEA).
- Develop a site theme.
- Construct and provide to the AEA a website according to this scope of work.
- Provide ongoing hosting and routine maintenance, for a monthly or annual fee.
- Be available to provide ad-hoc technical support for a separate fee.

#### ***Optional responsibilities of the successful proponent***

- Write and enter all content (in consultation with the AEA). If proposing to write content, the proponent should note it as a separate charge in the proposal.

#### ***Responsibilities of the AEA***

- Provide all background information needed for the successful proponent to create the website.
- Provide the successful proponent with the results of the AEA's brand review, to help the proponent implement those results in the site's theme.
- Answer any questions that the successful proponent may have, to the best of our abilities.
- Write and enter all content (unless the AEA elects to have the successful proponent write and enter content).

#### ***Timeline***

- Jan. 21 – Optional information call at 1pm
- Jan. 24 – Proposals submitted by noon
- Jan. 27 – Selection made
- Jan. 31 – AEA and successful proponent sign contract
- Feb. 3 – Successful proponent to meet with AEA staff
- Feb. 7 – AEA and successful proponent decide on types of content; agree on sitemap/structure
- Feb. 28 – Successful proponent presents AEA with rough website build
- Mar. 10 – Successful proponent implements theme based on results of AEA's brand review; AEA completes entering content into site
- Mar. 17 – AEA and successful proponent complete site testing
- Mar. 31 – Site goes live

#### ***Evaluation criteria***

- Company's experience and track record with website creation

- Level of customer service and technical support expected including availability of resources and response time for enquiries
- Cost of the site, hosting and maintenance
- Quality of product proposed and ability to meet requirements and additional features the proponent may include
- References

### **Optional information call**

- AEA staff will be online on January 21 at 1 p.m. Yellowknife time to answer questions proponents have about this RFP
- This call is optional: the intent is to provide answers to proponents in a setting where all interested proponents can hear the questions and answers
- To participate, please call 1-800-216-0770 and use password: 7589080

### **Proposal submission**

All interested suppliers are invited to respond to this RFP by submitting a proposal to the AEA including a cost for creating the website and a separate cost for monthly or annual hosting and maintenance. The proposal should also address all of the requirements of the website and the timeline.

The AEA is not bound to accept the lowest-cost proposal and reserves the right to accept the proposal which, in the opinion of the AEA, best meets their established criteria providing the best overall value. The AEA reserves the right not to choose any of the proposals submitted and not to award if, in the opinion of the AEA, it is in their best interest. The AEA reserves the right to enter into negotiations with one or more of the top-ranked proponent(s). The proponent(s) will receive an invitation to enter into direct contract negotiations with the AEA. These negotiations may include increasing the scope of the contract.

Proposals must be received by the AEA no later than noon Yellowknife time on Friday, January 24, 2020. For any inquiries or to submit your proposal, please contact the AEA at (867) 920-3333, fax at (867) 873-0303 or [info@aea.nt.ca](mailto:info@aea.nt.ca).