

**REQUEST FOR PROPOSALS (RFP)**  
**for**  
**WEB MAINTENANCE SERVICES**  
**for**  
**THE CHILDREN'S AID SOCIETY OF OTTAWA**

**Bid RFP Number: CASO20180215**

<b>RFP Issue Date:</b>	<b>February 15, 2018</b>
<b>Closing Date: March 2, 2018</b>	<b>Closing time: 16 h 00 EST</b>

**For Additional Information:**

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## **TABLE OF CONTENTS**

### **PART I STATEMENT OF WORK**

1. Introduction
2. Ontario Broader Public Sector (BPS) Code of Ethics
  - 2.1 Personal Integrity and Professionalism
  - 2.2 Accountability and Transparency
  - 2.3 Compliance and Continuous Improvement
3. Requirement
  - 3.1 Website and Web Application Development
  - 3.2 Website and Web Maintenance
4. Client Acceptance

### **PART II ADMINISTRATIVE REQUIREMENTS**

1. Treatment of information
2. Reliance on information provided in proposal
3. Fair practice and conflict of interest
4. Cost of preparing the proposal

### **PART III PROPOSAL SUBMISSION INSTRUCTIONS**

1. Proposal Documents, Delivery and Deadlines
  - 1.1 Submission requirements
  - 1.2 Preparation instruction for submission
  - 1.3 Final acceptance policy
  - 1.4 Evaluation criteria
  - 1.5 Evaluation responses
2. General Terms and Conditions
  - 2.1 Late proposals
  - 2.2 Request for proposal inquiries
  - 2.3 Request for supplier proposal response format
  - 2.4 Examination of the request for proposals
  - 2.5 Decisions regarding awarding the contract
  - 2.6 Length of contract

## **PART I – STATEMENT OF WORK (CASO20180208)**

### **1. Introduction**

The Children’s Aid Society of Ottawa, (CASO) is a public sector employer with approximately 500 staff members. The mandate of the Society is to protect the children and youth in our community from all forms of abuse and neglect under the provisions of the Child and Family Services Act, (CFSA).

Under the provisions of the CFSA, the Ministry of Children and Youth Services of Ontario contracts with CASO as a transfer payment agency for the delivery of legislated Child Welfare Services in the Ottawa area and provide the majority of CASO’s funding.

As a consequence of the contractual arrangement between CASO and the Ministry, the Ministry conducts regular reviews and audits to determine funding requirements and to exercise due diligence. Under Ontario law, the Society is also subject to audits performed by the Auditor General of Ontario.

CASO operates as a separate legal entity, at arm’s length from the Ministry and is governed by an independent volunteer Board of Directors. CASO’s Board of Directors is 16 members strong, and possesses the multi-disciplined representation necessary for effective governance.

CASO is accountable to the public for the effective, efficient and responsible use of financial resources.

*In order to fulfill the requirements of this Request for Proposal, CASO is engaging in an invitational competitive process.*

The Request for Proposals is intended to identify qualified Proponents who can meet the requirements in the delivery of Web Services.

*A committee will be used to evaluate the submissions using the following process. The evaluation committee will utilize the evaluation criteria to assign points in order to rate the submissions;*

***Note: Submissions must include all the information requested in this Request for Proposals in order to be considered.***

### **2. Ontario Broader Public Sector (BPS) Code of Ethics**

Goal: To ensure an ethical, professional and accountable BPS supply chain

#### **2.1 Personal Integrity and Professionalism**

Individuals involved with Supply Chain Activities must act, and be seen to act, with integrity and professionalism. Honesty, care and due diligence must be integral to all Supply Chain Activities within and between BPS organizations, suppliers and other stakeholders. Respect must be demonstrated for each other and for the environment. Confidential information must be safeguarded. Participants must not engage in any activity that may create, or appear to create, a conflict of interest, such as accepting gifts or favors, providing preferential treatment, or publicly endorsing suppliers or products.

#### **2.2 Accountability and Transparency**

Supply Chain Activities must be open and accountable. In particular, contracting and purchasing activities must be fair, transparent and conducted with a view to obtaining the best value for public money. All participants must ensure that public sector resources are used in a responsible, efficient and effective manner.

#### **2.3 Compliance and Continuous Improvement**

Individuals involved with purchasing or other Supply Chain Activities must comply with this Code of Ethics and the laws of Canada and Ontario. Individuals should continuously work to improve supply chain policies and procedures, to improve their supply chain knowledge and skill levels, and to share leading practices.

### **3. The Requirement**

This requirement is to provide CASO with services that cannot be provided by internal staff in support of the existing CASO and Youth Corner websites. Our current websites are coded in PHP using MySQL. The CMS is a custom system created specifically for these websites.

CASO is required to comply with the Web Content Accessibility Guidelines (WCAG 2.0) A.

To meet the above mentioned requirements, the selected Proponent will be required to provide the following range of services:

- Website and Web Application Development; and
- Website and Web Application Maintenance.

#### **3.1 Website and Web Application Development**

The selected Proponent may be required to develop new functionality or enhancements to be integrated into the existing web application. This could include portals, online forms, mobile friendly, etc. Number of hours of work required is unknown. For quoting purposes, 2,000 hours a year will be the baseline. The hours quoted are for RFP purposes only and is not guaranteed.

The following steps will help CASO and the successful Proponent understand their respective roles in the context of a given task and extract maximum quality.

The following activities may be associated with this service but not limited to:

- Review, assess and analyze business requirements and needs;
- Develop specifications;
- Design solutions;
- Develop Code;
- Test;
- Update/Create User documentation; and
- Deploy.

#### **3.2 Website and Web Maintenance**

CASO will rely on the selected Proponent to provide best practice tips and use of available tools for improving their SERP (Search Engine Result Page) ranking. These ongoing services will include any additional recommendations to improve web capacity, services and analysis. Number of hours of work required is unknown. For quoting purposes, 50 hours a year will be the baseline. The hours quoted are for RFP purposes only and is not guaranteed.

The successful proponent will also be responsible to:

- Repair any issues that cannot be completed by CASO through the CMS; and
- Perform quarterly updates.

### **4. Client Acceptance**

The selected Proponent in conjunction with CASO shall establish and agree upon a schedule for all requirements and changes to the website and web application. The selected Proponent shall deliver the services and changes by the deadlines established and agreed to by CASO.

Prior to final deployment of changes to the CASO website, they are subject to review by CASO Communications Supervisor or a designated representative. Should any requirement not be to the satisfaction of CASO, as submitted, CASO reserves the right to reject it and require correction before proceeding to the deployment phase.

## **PART II – ADMINISTRATIVE REQUIREMENTS (CASO20180208)**

### **1. Treatment of Information**

The information submitted in response to this Request for Proposal will be treated in accordance with the relevant provisions of the Municipal Freedom of Information and Protection of Privacy Act. The information collected will be used solely for the purposes stated in this Request for Proposal. Any information submitted by a potential Firm that is considered confidential must be clearly marked as such.

The Proponent, by the submission of a Proposal, accepts that the information contained in it will be treated in accordance with the process set out in this section of the RFP.

### **2. Reliance on Information Provided in Proposal**

Proponents should warrant that to the best of their knowledge and belief all information provided in their proposals are true, accurate and complete and fully discloses any and all costs.

### **3. Fair Practice and Conflict of Interest**

Proponents should confirm that the submitted proposal has been created and submitted without any connection, knowledge or comparison of figures or arrangements with any employees, agent or other person somehow related to CASO.

Proponents should disclose any and all potential, perceived and real conflicts of interest that may exist or be perceived to exist between the potential Firm and CASO employees or agents.

### **4. Cost of Preparing the Proposal**

Proponents should acknowledge and agree that regardless of the outcome of this Request for Proposals the Proponent will bear any and all costs related to the preparation, delivery and presentation of their proposal created in response to this Request for Proposal.

Proponents should acknowledge and agree that all proposals submitted will become the property of the CASO and all copies will be retained for the official contract files, regardless of whether or not the potential Firm is awarded a contract as a result of this Request Proposals.

## **PART III – PROPOSAL SUBMISSION INSTRUCTIONS (CASO20180208)**

### **1. Proposal Documents, Delivery, and Deadline**

Proponents are requested to submit three (3) proposals in a sealed package marked "Proposal –"Web Maintenance Services CASO20180215" to be received at 1602 Telesat Court, Ottawa, Ontario K1B 1B1 before 16:00 hours, March 5, 2018. Late or incomplete proposals will not be considered. The Society will open all proposals on March 6, 2018.

The name and address of the Proponent must be clearly indicated on the face of the sealed package containing the proposal. The total content of the proposal, including any appendices and attachments, should be outlined in a Table of Contents at the front of the proposal.

Any proponent, by responding to this RFP, represents that they possess the capabilities and personnel necessary to provide efficient and effective services. A contract that outlines: the terms and conditions of the requirements, the services to be performed and a fee schedule for such services will be entered into at the time of final selection of the successful Proponent. **Proposals sent by fax or e-mail will not be accepted.**

All proposals should be directed to the attention of:  
 Cindy R. Perron  
 Communications, The Children’s Aid Society of Ottawa  
 1602 Telesat Court  
 Ottawa, Ontario, K1B 1B1  
[cindy.rperron@casott.on.ca](mailto:cindy.rperron@casott.on.ca)

### 1.1 Submission Requirements

The following general format is preferred for the RFP submission:

Section	Requirement	Information
1.0	Letter of introduction  General Information about company	Proponents should <ul style="list-style-type: none"> <li>• Identify themselves and the Lead</li> <li>• Provide the name, title, address, telephone number, and e-mail address of the authorized official to be contacted in the event of clarifications or further information requests or notifications.</li> <li>• Describe the organizational structure</li> <li>• Outline an understanding of the scope and objectives of the RFP.</li> </ul>
1.1	Vendor Background	Proponents should <ul style="list-style-type: none"> <li>• Outline the full range of services provided by their organization, including hours of operation and availability of after hour response to requests for service, as well as ability to respond to short notice requests. (same day)</li> <li>• Describe the web solution services (design, development)</li> <li>• Provide details regarding webserver used</li> <li>• Outline experience in working with public sector and/or Child Welfare, and experience with The Ottawa Children’s Aid Society of Ottawa if relevant.</li> <li>• Identify any experience with not-for-profit organizations</li> <li>• Provide list of technologies (programming language) used by team of developers/programmers</li> <li>• Provide details of the process and timeline for system issues (functionality not working properly, etc)</li> <li>• Identify how the vendor overcomes testing delays (on vendor side), programming issues, etc, and outline what would be done to ensure it does not affect CASO?</li> </ul>
2.0	Qualification and Experience	Proponents are requested to demonstrate that individuals engaging with the CASO are qualified to provide the required services by: <ul style="list-style-type: none"> <li>• Outlining the range of professional qualifications of the staff</li> <li>• Identifying any professional affiliations and documented experience in the field</li> <li>• Adherence to Standards of Practice and Ethical Principles</li> <li>• Any other information to support this area</li> </ul>
2.1	Vendor Process	Describe how your database stores the information within each site and what your process for identification of each website or section within the website. Identify if any of the services/hardware is outsourced (including hosting) and if so, provide an overview of that party and your contracts/agreements with them. Describe the practices regarding search engine optimization? Describe how often this is reviewed and or updated. Describe your process/timeline for the following requests – from beginning to start <ol style="list-style-type: none"> <li>a. Site support</li> <li>b. Technology Enhancement</li> <li>c. Design Enhancement</li> <li>d. Managing defects and/or issues</li> </ol>

2.2	Documentation	Proponents are requested to provide: <ul style="list-style-type: none"> <li>Any standardized documentation required to be used by the organization</li> <li>Code of Conduct if available</li> <li>Samples of work or referral to current clients sites</li> </ul>
3.0	Costs and invoicing	<ul style="list-style-type: none"> <li>Identify the breakdown of costs per unit of work</li> <li>Provide an example of invoicing format</li> </ul>
3.1	Insurance	<ul style="list-style-type: none"> <li>The Proponent shall maintain General Liability insurance of not less than \$2,000,000 per occurrence on an Occurrence Basis, Professional Liability insurance of not less than \$2,000,000. The Certificate of Insurance including CASO as additional insured shall be provided no later than two (2) weeks after the effective date of the contract</li> </ul>
3.2	Confidentiality	<ul style="list-style-type: none"> <li>The obligation for confidentiality includes all aspects of the Society's services and administration and extends to all methods by which personal information is collected, shared, recorded, used and stored by an employee or a person acting under the authority of CASO. This includes information related to clients, foster parents, volunteers, employees and community individuals who become involved with the CASO</li> <li>Proponents must agree to have their employees and proposed employees provide consents for appropriate criminal records checks where their work involves direct client contact.</li> </ul>
3.3	Existing clients and references	<ul style="list-style-type: none"> <li>CASO reserves the right to ask for references. The proposal should include: <ul style="list-style-type: none"> <li>Three (3) business references</li> <li>Experience and references of Non-Profit organizations and other Child Welfare organizations would be beneficial</li> </ul> </li> <li>CASO reserves the right to verify the information provided in the Proposal regarding references</li> <li>Reference checks may be waived if there is a pre-existing relationship with CASO.</li> </ul>

## 1.2 Preparation Instruction for Submission

- All submissions must be precise and to the point. The Proponents shall provide a detailed cost breakdown, including any benefits or discounts for not-for-profit organizations. All types of services shall be listed with full details, information and costing.
- CASO reserves the right to accept any submission, or at its discretion, reject any or all submissions that do not meet the criteria, or for other reasons it deems appropriate, and may choose to interview a select number of Proponents to gain additional information.
- All costs and expenses incurred by each of the Proponents in the preparation and delivery of its RFP or in providing additional information necessary for the evaluation shall be borne solely by the Proponent.
- All information in this RFP is confidential and should not be disclosed except to those responding to the RFP.
- A contractual agreement outlining the mutual responsibilities will be entered into at the time of the first service is entered into.
- All prices shall be quoted in Canadian dollars.

## 1.3 Final Acceptance Policy

All proposals submitted shall be the property of CASO and may not be released in part or in total for third party evaluation unless other arrangements are requested at the time of the proposal submission. Neither the transmission of the RFP nor acceptance of a reply shall imply any obligation or commitment on the part of CASO.

## 1.4 Evaluation Criteria

Each Proponent's proposal will be reviewed and ranked made based on the following criteria:

Evaluation criteria	Points
<b>Section 1</b> <ul style="list-style-type: none"> <li>• Proposal presentation</li> </ul>	10
<b>Section 2</b> <b>Demonstrated experience and ability to meet the prescribed needs for as outlined in RFP</b> <ul style="list-style-type: none"> <li>• Outline of qualifications, experience and affiliations</li> <li>• Experience with non-profit and public sector environments</li> <li>• Availability of a local office</li> <li>• Provision of documentation (standard forms, examples of work)</li> <li>• Ability to meet short notice (same day) requests</li> <li>• Ability for after office hours response</li> </ul>	30
<b>Section 3</b> Deliverables	25
<b>Section 4</b> Cost and Invoicing <ul style="list-style-type: none"> <li>• Cost per unit of service</li> <li>• Example of monthly invoicing methodology</li> <li>• Discount for not-for-profit organizations</li> </ul> Low Bid / BID B (C, D, E) x 25 = value assigned.	35
<b>Total</b>	100

## 1.5 The Evaluation of RFP Responses

An evaluation committee consisting of representatives of CASO will conduct the evaluation of the submissions.

All members of the evaluation committee will sign a confidentiality undertaking with CASO and will be required to keep all the information they acquire during the process of evaluating the submissions confidential.

The evaluation committee will not open the submissions publicly.

The evaluation committee will discuss their reviews and reach consensus on the ranking and ratings of each submission.

During the evaluation of the RFP Submissions, CASO may request that any proponent provide further clarification of any part of its RFP Submission. The evaluation of a RFP Submission will include any clarifications provided in writing in response to questions posed by CASO.

Should conflict arise with respect to any aspect of this RFP the Complaint Procedure as outlined in CASO's policies and procedures will be followed.

CASO reserves the right to permit a short period of time following the closing date to review minor irregularities and allow for corrections to be made.

The Proponent is responsible to provide all information requested.



## **2.0 GENERAL TERMS AND CONDITIONS**

The Proponent may withdraw proposals at any time prior to the closing date and time for the Request for Proposal, based on a written request to Cindy R. Perron via email at [cindy.rperron@casott.on.ca](mailto:cindy.rperron@casott.on.ca).

### **2.1 Late Proposals**

Proposals received after the closing date and time indicated above will be returned unopened.

### **2.3 Request for proposals Inquiries**

All inquiries related to this Request for Proposal should be directed to Cindy R. Perron via email at [cindy.rperron@casott.on.ca](mailto:cindy.rperron@casott.on.ca) no later than February 23, 2018.

### **2.4 Requests for Supplier Proposal Response Format**

All Proposals submitted in response to this Request for Proposals should include a clear, concise and unambiguous response to each question and statement. Failure to provide clear, concise and unambiguous responses to each question or statement may result in the proposal being rejected from further consideration.

### **2.5 Examination of the Request for Proposals**

It is the sole responsibility of Proponents to make inquiries should any instruction, term, condition or requirement of this Request for Proposals not be clearly understood by Proponents.

The Society will not be responsible for any misinterpretations by Proponents relating to the content and meanings contained within the Request for Proposals

### **2.6 Decisions Regarding Awarding the Contract**

CASO reserves the right to:

- Accept/reject any or all proposals and/or reissue the RFP in its original form.
- Terminate the request for proposal for any reason, with no liability to CASO or recourse by the bidder, at any time prior to the execution of the written contract.

### **2.7 Length of Contract**

The contract for service shall be in effect for a period of three (3) years with a two year option to extend. The terms of the contract will include an option for CASO or the successful Proponent to terminate the agreement without cause and without penalty upon 60 days written notice.