

REQUEST FOR PROPOSALS

WEBSITE REDESIGN

ADDENDUM

REQUEST FOR PROPOSALS - ADDENDUM

Below are the Information and Privacy Commissioner of Ontario's (IPC) responses to enquiries regarding the Request for Proposals for the services of a web design firm. Responses are being provided to all registered proponents by email.

PROCESS

1. How many vendors received the RFP?

The IPC reached out to a number of potential proponents at the time the RFP was issued. It was also posted it to the IPC website and shared in social media channels. It is unknown how many vendors have downloaded the RFP.

2. Do you have in incumbent vendor who is responding to the RFP?

Yes, the IPC's current vendor has registered their intent to submit a proposal.

3. Is IPC looking to build a long term, strategic partnership with the selected vendor – or is this project considered a self-contained initiative?

The purpose of this RFP is to engage the services of a web design firm to provide a redesign of the IPC's website and to provide technical support for a three to five year period. When the decision is made to develop a future new website, the IPC anticipates engaging in a new RFP process.

4. Could you provide us with an expected start date and end date?

Given the size and scope of the project, the IPC would like to start the project in March 2015 with the new site being deployed by November 30, 2015.

LOOK AND FEEL

5. Is there an IPC brand guideline that we can use to inform the design of the new IPC site?

The IPC will shortly be undertaking a strategic planning process, which will result in new branding.

6. Design look and feel item vi. Do you have any examples of the functionality or can you elaborate on how you see it working?

This would be a banner that would appear at the top of a website, similar to a breaking news item on a media website.

CONTENT MANAGEMENT SYSTEM (CMS)

7. Regarding ownership of code, our standard agreement is that client's own everything except source code. For source code we typically offer a license that enables to use the source code for whatever purpose they desire. This allows us to maintain a library of code that we re-use from project to project.

As outlined in the Scope of Services, the IPC is looking to use an off-the-shelf CMS and as such are not looking to obtain ownership of the CMS source code. Any custom code that is developed for the new IPC website will become the sole property of the IPC. The IPC will consider an irrevocable license to the custom code with a waiver of moral rights.

8. **Off the shelf – we will likely be proposing a commercial .net based CMS. I assume that off the shelf implies commercial? Is that correct?**

Off-the-shelf refers to the use of an existing CMS with minimal customization, not one that is built custom for the IPC. This can be either commercial or an open-source. Any CMS proposed must meet the requirements listed in the Required Elements section of the RFP.

9. **We've noted that three of the four website slated for integration are using Wordpress CMS. Is this IPC's preferred CMS platform?**

The current websites appear to be a mix of .net and php, is there a need / desire to stay with either of these frameworks?

We see your current website is built in ASP.NET; Is IPC open to new CMS recommendations?

What CMS platform would you prefer?

The IPC does not have a preferred CMS and is looking to proponents to provide recommendations.

10. **Is IPC affiliated with the other provincial IPCs? Has a centralized – master – CMS platform that could be share & leveraged by each of the provincial offices been considered? (In looking at the provincial sites, it appears they are all ready for a redesign)**

There is no official affiliation between the provincial and territorial IPCs. Each is a creation of its respective legislature with different mandates and roles. As such, a centralized platform would not be considered.

TECHNICAL SUPPORT

11. **Would the services to be provided in the six month deployment period be similar in scope to the services required for the three to five year period. I am assuming the services would be related to maintaining what is delivered and not include feature or functional enhancements. Is that assumption correct?**

No. During the six-month deployment period the successful proponent may be required to address issues identified once the site has gone live to the public that were not caught during the development period.

LANGUAGE SUPPORT

12. **Multilingual – what are the language requirements at launch?**

What languages are required – just Fr/English? Or more?

Can you confirm multilingual only refers to English and French?

Will there be any additional translation requirements?

English and French are the only languages required.

13. **Will the two languages (en and fr) have identical sites? Or will the English and French contents live independently?**

The IPC would prefer that the English and French content be linked. I.E. If a visitor finds an English version of a page and wants to view the French version, they have the ability to click on a link/button to go directly to that version of the page.

BROWSER/MOBILE

- 14. Can you elaborate on what browser versions need to be supported. Most relevant is what version of IE needs to be supported? Do you have analytics you could share as to current traffic re OS/browsers? What version of IE is considered to be the baseline for this development?**

The IPC would expect that the new website will support the latest versions of all major browsers. Specifically, IE should be compatible starting at version 8 and compatible higher. For January 2015, the breakdown for browsers is 45 per cent IE, 31 per cent Chrome, 11 per cent FireFox and Safari each, remainder others. The breakdown for operating systems is Windows 79 per cent, Mac 10 per cent, iOS 6 percent, Android 4 percent, remainder others.

- 15. Can you confirm that the website must be compatible with the WAP technical standard? If so, do you have specific devices that should be used for testing?**

As WAP standards have given way to advances in mobile browsing, WAP compatibility is no longer required. However, the website must be accessible by mobile devices, with varying operating systems, using the devices' browser programming standards. We do not have specific devices that should be used for testing. Proponents should provide recommendations that cover the spectrum of devices.

- 16. What version of Android, iOS and BBos should be supported by the website?**

Android should be 4.0 and up, iOS should be 6.0 and up, and BBOS should be 10.0 and up.

- 17. Are you expecting the site to be "responsive" or "adaptive"?**

As part of their proposal, proponents should make a recommendation based on the needs of the IPC as they perceive them.

ACCESSIBILITY

- 18. AODA current requirements are level A. Why are you requiring AA? The major impact of AA is related primarily to video/ audio.**

The IPC is required by legislation to have its public websites and web content conform to WCAG 2.0 Level AA other than criteria 1.2.4 (captions) and 1.2.5 (pre-recorded audio descriptions) by 2016.

- 19. Can you clarify whether the ability to increase/decrease text size on all webpages is intended to be dependent on a user's browser settings, or if the user should be able to manually control this function within each webpage itself. If manually, is this functionality expected on mobile devices as well?**

Proponents are expected to recommend a solution that meets [WCAG 2.0 Standard, SC 1.4.4.](#)

- 20. For accessibility are you expecting test results using the mentioned tools.. Jaws etc.?**

The tools mentioned in the RFP were provided as examples only. The IPC expects rigorous testing to take place to ensure the new website's compliance with AODA.

CONTENT MIGRATION

- 21. Can you confirm that (annualreport.ipc.on.ca) is out of scope, as you mentioned this site will be retiring for July 2015?**

Is any of the content of the annual report site which is retiring being ported over to the new site?

The annual report microsite is being retired and the content is not being migrated to the new site, except for the PDF versions of the report, statistical adjuncts and the Open Data package.

- 22. Who is doing the content audit and determine which content ends up on the new site?**

As stated in the Research section, the successful proponent will be expected to work with the IPC to develop a new site map (content architecture) and content migration plan.

- 23. Who would be doing the content population / migration?**

Is content migration required by the selected vendor?

Will all content be provided by IPC?

The IPC will be responsible for all content, content population and migration.

RESEARCH

- 24. For the stakeholder sessions would they be in English only?**

As the IPC is mandated to provide services in the French language, it would be helpful if one or more interviews are conducted in French. The IPC has a bilingual staff member who could provide assistance.

- 25. Would the online survey be in English only?**

No, the survey should be available in both English and French. The IPC can recommend a translator who is familiar with the work of the office.

- 26. Who are the stakeholders?**

Stakeholders include, but are not limited to: the public, media, Members of the Legislative Assembly of Ontario, the provincial government, institutions identified in our Acts (ministries, municipalities, hospitals, school boards, universities, police forces, etc.), the legal community, academia, and civil liberties groups.

SOCIAL MEDIA

- 27. Interactivity – what social media are we integrating with?**

The IPC currently has a presence using Twitter, FaceBook, YouTube and LinkedIn. There should be the ability to display content from various platforms and to have visitors share web content.

- 28. How important is the IPC website, social media and digital marketing strategy relative to the overall business objectives / mandate of IPC?**

Social media is a key component of the IPC's mandate to educate the public about Ontario's access to information, privacy, and personal health information legislation.

- 29. How are you currently managing all social media accounts?**

Social media accounts are currently managed by the IPC communications department.

NEWSLETTERS

30. Do you currently use an email distribution service – Mailchimp etc?

What e-mail marketing client is IPC using for its newsletter?

The IPC is currently using MaxBulk Mailer to distribute our newsletters and exploring a move to Maximizer.

31. Is there a desire to personalize communications / content and outreach to the different user groups?

The IPC does have some segmented communications. When visitors register for newsletters it would be helpful if they could select topics of interest.

MULTIMEDIA CONTENT

32. What are your expectations at launch re live streaming? We typically recommend a 3rd party service like Livestream for streaming.

The IPC does not provide its own livestreams, but would like to explore the ability of embedding them in the website. This could be accomplished through an iframe or other method.

33. Is there currently an example of live streaming on your site? When/where would you use this?

An example of a possible live stream/webcast would be the release of our annual report from the media gallery at the Legislative Assembly and then have the archive available on the website. An archive example can be found here: http://youtu.be/DS_yKOArAqs

34. Is it required for videos to be hosted by IPC, or could we recommend another solution?

There is no requirement to host videos on the website and the IPC is open to recommendations.

35. What video content is there? Do you have closed captioned version or transcripts or descriptive video available to meet AA requirements?

The IPC's YouTube channel can be found here: <https://www.youtube.com/privacybydesign>. There is no requirement for captions or pre-recorded audio descriptions.

36. Does IPC require any custom or stock photography for the new website?

No custom photography is required, and stock photography will be purchased using the IPC's Shutterstock account.

HOSTING

37. Can you provide the details of your hosting environment?

Can you provide details on your in-house hosting environment? I.e. WAMP, msSQL etc.

What server technologies would the IPC provide for hosting?

The IPC is currently running Windows 2003 R2 standard for our server, Virtual Machine hosts are running on a Dell Poweredge R270 rackmount and the Virtual Machine backend is running on a Dell Equallogic PS6100 SAN with ISCSI backup. The installed services include SMTP, IIS, ASP.NET, PHP, Wordpress, SQL Server and MySQL.

38. Assuming all security requirements are met, would IPC consider external hosting as part of a fully managed solution? Are you open to Cloud hosting?

For security and privacy reasons, the IPC has a strong preference towards hosting on its internal servers. Proponents are welcome to make a case for external or Cloud hosting. An extremely high bar will be set for consideration of external or Cloud hosting.

TRAINING

39. What are the skills of people being trained?

The IPC communications team, including our webmaster, have experience at varying levels on our current asp.net CMS and Wordpress.

40. How many people will be trained and how many training sessions do you think you will need?

How many administrators / content authors will require training?

Four people will require administrator training and another three will require content training. One or two training sessions should be sufficient with the appropriate supporting materials and some coaching. These numbers may change.

BUDGET/RESOURCES

41. What is your budget for the project?

Can you share the expected budget for the development of the new platform as described in the RFP (not including maintenance)?

Could you share the preliminary budget range for this initiative?

Please share the expected budget range:

Design / Build / Launch (All-in year 1), < \$100k, \$100 - \$300k, \$300k - \$500k, > \$500k

Ongoing support costs (Yrs 2, 3, 4, 5), < \$100k, \$100-\$200k

What % of the marketing / communications budget is allocated to digital media?

The IPC is a public entity and given the current fiscal climate must be mindful when spending public money. At Stage 3 of the evaluation process proposals will be evaluated for value for money. To ensure a fair process and to obtain the best value, we will not be disclosing our budget for the project or on-going maintenance.

42. Are there any in-house resources (server admins, developers) that can be leveraged?

Will you have a dedicated project manager on your side?

The IPC's technical services department will be available to provide basic server administration support. There will be no other in-house resources available. The IPC's communications director is the executive sponsor of the project and the webmaster will be the project manager. The successful proponent will be expected to have a dedicated project manager on their side.

FUNCTIONALITY

43. For the calendar, do you see an actual calendar layout or just a listview with the ability to add items to a personal calendar?

Either option would be acceptable, including the ability to add items to a personal calendar.

44. For online forms, polls etc. Which of these is required at launch or is it just functionality you want to ensure the CMS accommodates?

Some of these features will be required at launch, such as a speaker request form and a visitor satisfaction survey. Others are functionalities that the IPC wishes to ensure the site accommodates.

45. Is all current functionality (from the 4 sites) going to be migrated to the new platform?

The functionality required from the existing sites is captured in the Required Elements section of the RFP.

46. On page 6, under "Interactivity", bullet iv) reads "ability to create online forms [...]" and bullet vi) reads "forms capable of being created [...]". What is the difference between these 2 requirements?

The distinction here is that the IPC should be able to create its own forms using the CMS, rather than having to rely on the successful proponent to develop them.

47. Is the expectation that broken links reporting is delivered by an automated service, manual entry by users, or both?

The IPC's preference would lean towards an automated service.

PRIVACY

48. Can you elaborate on the privacy protected search engine? Is IPC currently using Google search device or other system?

The IPC is currently using a custom built search engine as well as the option to use Google Custom Search. The search functionality of the CMS must minimize any transfer or share of identifiable information of visitors to third parties.

SECURE AREA

49. Your admin staff will require authentication to access the CMS but is there also going to be any password protected web content? (I didn't notice any password protected areas on your current sites at first glance)

This functionality is not required at the launch of the site, it is an option that the IPC wishes to have available should the need arise.

MEASUREMENT/SUCCESS

50. How will the new site be evaluated by IPC stakeholders? (What are their success criteria)

At the launch of a new site a survey will be undertaken to obtain feedback from IPC stakeholders. Success will be measured against their needs as identified in the research conducted at the start of the redesign.

51. How do you quantify success for this project?

This project will be successful if the site is visually aligned with the IPC brand, is easy to update and maintain, visitors are able to quickly find the content they are looking for, reduces the number of calls for information to the IPC, and is search engine optimized.

DECISIA INTEGRATION

52. Could you provide more detail on the level of customization required for Decisia?

Decisia will need to be skinned to look like the new website. This will require interaction with the vendor and providing them with the styles sheets and other elements. More details about the Decisia product are available on the [Lexum website](#).