Website Redesign and Content Management System Implementation -- Request for Proposals

Deadline: Friday, November 14, 2008 at 5 p.m. EST

The Commission for Environmental Cooperation (CEC) is seeking qualified candidates to carry out a redesign of its website that will include implementation of a proven system for managing content. This Request for Proposals outlines the CEC's current Web environment and details the requirements for a successful redesign and Content Management System (CMS) implementation.

Any questions, as well as your response to this RFP, should be directed to:

Keith Powell
Manager, Information Services
Commission for Environmental Cooperation
393 St Jacques Ouest
Bureau 200
Montréal, QC H2Y-1N9

(514) 350-4324
kpowell@cec.org

About the Commission for Environmental Cooperation

The Commission for Environmental Cooperation is an international organization created by Canada, Mexico and the United States under the *North American Agreement on Environmental Cooperation* (NAAEC). The CEC was established to address regional environmental concerns, help prevent potential trade and environmental conflicts, and to promote the effective enforcement of environmental law. The Agreement complements the environmental provisions of the *North American Free Trade Agreement* (NAFTA).

Background

The CEC has a website of nearly 13,000 web pages and documents. Much of this content is stored in PDF files that are presented to users via database-driven pages containing basic summary and meta-information. With some exceptions, content is available in the CEC's three official languages:

- English
- French
- Spanish

Traffic on the website yields an average of 35,000 visitors and 75,000 page views monthly. Traffic is measured using Google Analytics.

The CEC website is currently managed using a suite of administration tools developed and maintained by internal staff over the past eight years. These tools allow staff to publish and modify content such as documents (mainly as PDF files), news releases (HTML), and meeting/events information (HTML). Similar tools allow rudimentary html posting to the homepage, manage an e-mail listserv system and populate the "citizen submissions" section of the site.

The website also houses a number of online "tools," including interactive e-learning courses, searchable databases, registration forms, surveys and an atlas that provides an interface for maps and Web-based mapping tools such as Google Earth data layers.

The CEC also uses browser-based Intranet applications to manage internal business such as contract management. These applications were also largely developed in-house.

The primary technology used for these projects is Windows Server 2003 with IIS 6. Applications have been developed using ColdFusion. Some recent projects have been developed using .Net and C#.

Rationale for Redesign

- Target users for the CEC's website, who include environmental experts and government officials working on or following CEC projects as well as interested members of the general public in Canada, Mexico and the United States, often find the website difficult to navigate making specific documents or information difficult to find.

- The CEC has many projects on the go and the current resources are very technical in nature and require the active participation of development personnel, including for day-to-day site updates.

- Efficient editorial processes are hampered by limitations in the current system.

- The current design is outdated, both in visual design and navigational structure. A modular approach managing website development is undesirable due to the number of changes we require.

Scope

The CEC's redesign will encompass the main content areas of the site, such as the program areas, events calendar, event registration, and the front end of some of our web applications. Additionally, the successful consultant will be expected to deliver a site design and create a template that can be used for other web components that exist outside the CMS, such as web applications.

Features

A major component of the redesign is information "portability", meaning that we would like the information as re-usable as possible. To this end, our new website CMS will ideally have features that are commonly found on Web 2.0 sites:

- Ability to generate RSS feeds

- Tagging and Tag Clouds

- Multi-Blog capabilities

- Ability to push content out.

A pure social computing platform is less of a priority than the ability to use these tools to disseminate information.

Other Information to Be Provided

Potential consultants are encouraged to submit any additional information that they believe will assist the CEC Secretariat in the evaluation of their proposal.

Type of Contract

The CEC Secretariat intends to use its standard time-based contract for these services. A sample is available upon request. If the contract is negotiated with a consortium, the CEC will offer the consultants the option to have separate contracts between each consultant and the CEC.

All work within the contract must be completed by end of May, 2009.

Selection Procedure

The Consultant will be selected in accordance with the CEC Consultant Services Procurement Manual (Provisional, October 1996), Section 2.3: Basis of Selecting Consultants. The CEC Secretariat has determined that the approach entitled "Competitive" is applicable to this activity, which is defined as:

> The "standard" CEC approach to be used for contracts expected to cost no more than US$100,000 for professional fees plus 25% for total expenses, used when there are no significant time pressures to undertake the work, and for when there is reason to believe that there are a number of suitably qualified consultants available to conduct the work.

Proposals that the CEC Secretariat determines to be complete will be evaluated according to the procedure described here. Prospective consultants who submit proposals determined by the CEC Secretariat to be incomplete (non-responsive) will be so notified in writing. Incomplete proposals will not receive further consideration.

Each complete proposal that is submitted will be evaluated by the CEC Secretariat according to the following criteria, with a point rating assigned for each:

Evaluation Criteria	Maximum Point Rating
Understanding of project requirements, adequacy of proposed system	40
Suitability of and innovation in proposed approach	20
Consultant's experience, qualifications and competence of Key Personnel	20
Quality of previous work	20
Total	100

A minimum score of 80 will be required for the prospective consultant's proposal to be eligible for further consideration. Prospective consultants whose proposals score less than 80 will be so notified in writing, together with the reasons for the score.

The proposals will be evaluated in accordance with the CEC Consultant Services Procurement Manual, Appendix B—"Proposal Evaluation Criteria and Consultant Selection Process: Guidelines and Standard Evaluation Format" available through the CEC web site http://www.cec.org/contract_job_rfp/consult.cfm?varlan=english . A summary of the process is given below.

Proposals in response to this request will be evaluated by the CEC Program Manager and designated reviewers, who will form an Evaluation Committee. Each member of the Evaluation Committee shall receive a copy of the proposals and will be asked to rate each proposal using the evaluation criteria and its maximum point ratings given above.

The CEC Program Manager will arrange for a conference call/meeting among the members of the Evaluation Committee to discuss the ratings, arrive at final scores, and, subsequently, a ranking of all proposals. The strengths and weaknesses of each proposal, in terms of the evaluation criteria, will be noted and summarized. Once the selection has been made, each prospective

consultant will be provided with his/her score—if requested—along with their comparative ranking compared to the others. However, neither the evaluations nor the scores of other bidders will be provided.

Basis of Payment Required

Payment shall be made only for *bona fide* consultant fees and legitimate expenses incurred in accordance with the contract for professional services, and only upon receipt and documented acceptance by the Secretariat of statement(s) of account/invoice(s) from the Consultant. Settlement of invoices that are acceptable for payment will normally be made 30 days from the date of receipt by the Commission.

Financial and Other Confidential Information

For this proposal, the CEC Secretariat will not require the submission of any confidential information nor will the CEC Secretariat require information regarding insurance, bonding financial status, or company ownership.

Request for Proposal

Please complete the form on the following pages to complete the RFP. If necessary, you may include additional documentation.

Company Information

Question	Detailed Response
Provide company name and locations	
Provide background information about the establishment of the company and its subsequent history of site development and providing content management solutions.	
Is company currently profitable?	
Provide number of staff in the company and range of expertise	
Number of Web content management customers	
Number of repeat customers	
Number of web content management implementations	
Provide a list of three customers we may contact as references	

Design and Development

Question	Detailed Response
Experience with site design using User-Centred Design methods	
Please provide three examples of sites you designed or re-designed.	

Training and Support

Question	Detailed Response
Discuss training requirements to utilize the product for: • Technical administrators • Non-technical content authors	
Discuss the prior knowledge and expertise required to utilize the system for: • Technical administrators • Non-technical content authors	
Discuss if the following items are included in the annual support maintenance fee. • All hot fixes and service packs • All version upgrades • Administrative technical support hotline • E-mail/online support • Installation support • Online access to documentation • Online access to software	
Provide average support response time	

Architecture

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Describe the system that the CMS runs on (Windows/IIS, Linux, etc)			
Compatible with and able to integrate web applications from ColdFusion, Microsoft IIS and any other application server			
Allow for the integration of common scripting languages such as HTML, ASP, JavaScript, PHP, CGI script, PERL, XML, DHTML, XHTML, ColdFusion code, ADO, Visual Basic, etc.			
Support an unlimited number of Web sites with different templates.			
Support SSL encryption			
Support multiple concurrent users			

Administration

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Configure and manage the WCM system through a browser-based interface. No custom client required.			
Grant or deny specific permissions to every named author, group and document type.			
Restrict access to content or areas based on roles within the system			
Set access control based on user group or profile			
Set access control for individual users and documents (i.e., document-level security)			

Template Development

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
100% browser interface for contributors/users with no client software, ActiveX controls or applets to download			
Templates provide a structure to completely separate content from design			
Ability to use standard Web design tools, such as Dreamweaver to design templates			
Ability for the user to select text size			
Ability to import template code into the template editor for the addition of pre-defined placeholders			
Produce global and site-specific templates			
Provide the ability to assign templates multiple permission levels.			
Develop 508 Compliant templates			

User Features

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Search functionality for user to search site wide and within a certain area			
Form functionality with the following requirements: • How many forms the system can support at any one time. • How many responses an individual form can receive. • If the form can be created with optional and required questions and what type of data validation and error handling capabilities it has.			
Event registration utility or related module			
Content Portability • RSS feeds? • Content sharing via a AddThis tool or similar component			

Content Workflow

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Create workflows using graphical user interface (GUI) tools, with minimum need for scripting or coding; wizard assistance is desirable.			
Create workflow for at least the following activities: • Content creation • Content editing • Content approval • Content publishing (i.e., posting to the site)			
Assign different roles and permissions for different document types to the same user			
Able to reuse configured workflows through out the same project			
Notify workers of task assignment via e-mail (i.e., one-click access links in e-mails are desirable)			
Interface with the enterprise's mail/messaging system for workflow tasking			
Review of established Web content (i.e. set reminder for six months to ensure Web content is still relevant)			
Ability to schedule archiving of content through categories			

Content Creation

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
100% browser interface for contributors/users with no client software, ActiveX controls or applets to download			
Allow content editors to edit content in a WYSIWYG environment			
Includes spell check and grammar check			
Include a text editor for content entry. Text editor must allow content contributors to add images, internal and external links to both content and images, apply styles and other standard formatting functionalities.			
Assign authorship rights to users outside the enterprise firewall			
Support the choice of content types, including:			
• Hypertext Markup Language (HTML)			
• Microsoft Office documents			
• Structured content (e.g., database data)			
• Compound documents containing text and graphics			
• PDF documents			
• Multimedia (e.g., audio, video, KML, or Flash files)			
Ability to reuse content in multiple areas of the site. For example, if a set of pages from a particular department were classified as news information, those pages would appear in a site wide news area as well.			
Build automatic site maps			
Construct and display "breadcrumbs"			

Ability to Check-in/Check-out content			
Ability to rollback and compare previous site versions			
Ability to verify internal and external links			

Metadata Management

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Provide tools to manage Metadata			
Generate automatic descriptive metadata for:			
• Content			
• Creator			
• Owner or publisher			
• Dates			
• Version			
• Last update			
• Review date			
Ability to re-assign ownership of a document			
Ability to assign and unassign "tags"			
Ability to create "Tag Clouds" and make them visible on the site			
Ability for CMS users to create and edit tags			
Support metadata in three languages			

Content Publication and Delivery

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Upload content in bulk			
Support automatic publishing occurring on a scheduled date and time			
Remove a document from the target site on a scheduled expiration date			
Please describe your content migration process (moving content from the old site to the new one)			

Manage

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Search for objects in the system by free text, metadata or content attributes			
Check out and check in content with record locking during checkout			
Maintain and access previous versions of content when updated or changed			
Track user, date and time of content modifications			
Search across at current content and archived content within the web content management system			

Digital Asset Management

Requirements	Does your product provide this? Describe.	Standard feature, an add-on or custom?	If not standard, what is cost to buy/build?
Provide a repository to collect and store documents, images and other objects into media catalogs so editors can easily locate content.			
Provide ability for editors to attach meta-information to an object. Future users can search the catalog by these attributes.			
Display search results within digital asset management with thumbnails			
Support any file format in the digital asset management system			
Manage ALT tags for images on the web site			

Budget*

The Consultant may prepare the proposal in Mexican pesos, Canadian dollars or US dollars. If a currency other than US dollars is used, the Consultant should indicate the total cost of the professional services in US$ as well as the currency of choice, for comparison purposes.

Requirements	Response
Please provide details on the cost of the system, including licensing structure	
Please indicate any annual fees, if applicable	
Please provide an estimate on services related to a site redesign.	
Please indicate the cost of ongoing support. Specify if support is based on a contract or on a per-incident basis.	

*Please note that cost is not necessarily the determining factor in awarding the contract.