



## **REQUEST FOR QUOTE**

### **Website Design, Development and Maintenance for the Trent Research and Innovation Park**

**RFQ#: PKED2017-04**

**Date of Issue: July 31, 2017**

#### **PURPOSE:**

Peterborough & the Kawarthas Economic Development is seeking proposals from qualified Consultants for the design and development of a website for the Trent Research and Innovation Park (TRIP) on behalf of Trent University and the City of Peterborough.

The site is intended to be a source of information for prospective tenants with a focus on providing information about facilities and services, while showcasing the outcomes of current tenants.

Key goals for the new website include but are not limited to:

- Supporting the brand and vision of the TRIP
- Supporting the recruitment of tenants
- Conveying the outcomes of the TRIP community

Funding for this project has been made possible through the Invest Canada-Community Initiatives (ICCI) Program. The main purpose of the ICCI program is to assist Canadian communities' capacity to attract, retain and expand foreign direct investment by providing funding for approved Foreign Direct Investment (FDI) projects. Overall, the ICCI program aims to increase Canadian employment and improve Canada's capacity to compete in the global economy.

A project specific Steering Committee has been established to oversee and administer this project.

**All deliverables will be completed in full by December 15, 2017.**

## OBJECTIVES:

The current website <https://www.trentu.ca/researchpark/> will provide the majority of content for the new site, however, it is expected that the layout, design and navigation will be very different. It is the intention of TRIP that the new site would have a “look and feel” similar to the current promotional brochure found at <http://peterboroughed.ca/trip-brochure/>.

The ideal agency will have demonstrated experience working with corporate identities and brands.

## 1. SUBMISSION DEADLINE

**FOUR (4) printed hard copies** of the bid document properly signed and sealed and clearly marked as to its contents, will be delivered to:

Director of Operations  
Peterborough & the Kawarthas Economic Development  
270 George Street North, First Floor  
Peterborough, ON  
K9J 3H1

Delivery of bid submissions to the proper location and prior to the submission deadline is the responsibility of the Bidder. Peterborough & the Kawarthas Economic Development will not be responsible for any RFQ submission that is lost or delayed due to method of delivery. Quotes received after closing time and date will not be accepted.

**All submissions must be received by 4:00 pm on Friday, August 18, 2017.**

**Faxed or emailed Bid Submissions will not be accepted.**

All questions regarding the RFQ should be directed to **Barbara van Vierzen, 705-743-0777, ext. 2162** or [bvanvierzen@peterboroughed.ca](mailto:bvanvierzen@peterboroughed.ca)

**The deadline for submitting questions regarding the RFQ is Friday, August 11, 2017.** Potential bidders are asked to have submitted all questions by this date so that PKED can respond in a timely manner and provide enough opportunity for all bidders to complete their submissions.

## 2. SCHEDULE OF WORK

The following schedule must be strictly adhered to. Only those firms who can commit to meeting this schedule should submit proposals.

|                            |                           |
|----------------------------|---------------------------|
| RFQ Closing                | Friday, August 18, 2017   |
| Award                      | Thursday, August 31, 2017 |
| Completion of Deliverables | December 31, 2017         |

## 3. BACKGROUND

Canada is home to 26 research and innovation parks, each with their own scope or focus. The vision for the Trent Research and Innovation Park (TRIP) is to become Canada’s premier green technology research and innovation site, hosting a cluster of companies and start-up enterprises

in environmentally-focused fields including clean technology, environmental services, advanced material sciences, biotechnology, agri-food, and agri-business, to name a few. The Park will seek out tenants who will foster connections between the research underway at the University, provide experiential learning opportunities for students, engage with the local business community, and contribute to the innovative culture of the park.

Following six design principles, TRIP will:

- be integrated with Trent's main campus physically, visually and socially
- foster an innovation community culture encouraging social interaction and collaboration in all seasons
- be a leader in sustainable design
- be based on a design strategy that is landscape-led to maintain natural features and existing topography
- be flexible to accommodate a range of enterprises and uses in a unique setting
- be well-connected to the City, County and Region

The research park will be guided by a [Master Plan](#) developed by BrookMcIlroy and DM Wills Engineers.

As is the goal for any development on [Trent's Endowment Lands](#), TRIP will provide experiential learning and employment for students, forge new research partnerships, create a revenue stream for the University, and bring economic development to the region. Its most important contributions, however, may come as a result of the advancements in environmentally beneficial technologies and innovations from the firms located at the Park.

### **Future Tenants**

The new Research and Innovation Park will allow Trent University to embrace the opportunity to collaborate and innovate with industry partners. Future tenants could include:

- Spin-out and start-up companies from Trent University
- Spin-in and start-up companies attracted to the research and innovation cluster
- Environmentally Beneficial, Benign Technology, Services, SMEs
- Incubator & Accelerator
- Research and Development sites, labs for large companies
- Research and Development for SMEs

## **4. TRIP BRAND**

The Trent Research and Innovation Park will enhance the academic strengths of Trent University, continue the transformation of the region's economy, offer companies world-class research talent and facilities, and connect the brightest minds at Trent with internship and career opportunities.

**Mission:** Trent University is a catalyst for community development which will drive economic growth, enhance quality of life and increase our community's standards of living.

**Vision:** To be Canada's premier Green Technology research and innovation site hosting a cluster of small to medium sized companies and start-up enterprises.

**Plan:** Trent University and the City of Peterborough will partner in the development of the Trent University Research and Innovation Park on 85 acres of land located on the east bank of Trent's campus.

**Goals:**

- Leadership in clean technology, research and innovation
- Economic development for the region
- Contribution to global sustainability initiatives
- Research and analytical service opportunities for Trent labs and faculty
- Experiential learning opportunities for students
- Career opportunities for Trent graduates

## **5. PROJECT DELIVERABLES**

The design and development of the TRIP website are the consultant's primary deliverables.

The City of Peterborough is currently completing a comprehensive branding exercise for the TRIP which is scheduled to be completed by early fall. It is expected that the recommendations in the branding exercise will be incorporated into the final website.

### **5.1 Tenant Component**

The site is intended to be a source of information for prospective tenants with a focus on providing information about facilities and services, while showcasing the outcomes of current tenants.

The proposal should include, but not be limited to, the following components:

#### **5.1.1 Content Posts**

This will include 10-15 pages of static content about the park, facilities, services, governance and dynamic content in a blog style format showcasing news and events from the park. Content including copy and images will be supplied by Trent University.

#### **5.1.2 Social media**

#### **5.1.3 Photo/Image Gallery**

#### **5.1.4 Media and Media Room**

#### 5.1.5 **Event Calendar Feature (to be determined)**

The project committee will determine if this is a necessary component through discussions with the successful bidder.

### 5.2 **Technical and Infrastructure Requirements**

#### 5.2.1 **Domain Name**

Trent University will acquire and manage a domain name for this website.

#### 5.2.2 **Source Code**

All source coding related files remain the property of Trent University

#### 5.2.3 **Security**

Proposals require an explanation of security measures that will be integrated into the new site.

#### 5.2.4 **Hosting**

It is intended that the new site will be hosted by a third party company. Proposals require recommendations for third party hosting sources and a thorough explanation detailing the benefits and costs of each.

#### 5.2.5 **Content Management System**

The Content Management System of choice is Word Press and proposals should demonstrate a comprehensive knowledge of this program. Other CMS systems may be considered.

#### 5.2.6 **Third Party Applications**

The following third-party applications may be incorporated into the site:

- Google Maps
- Facebook
- Twitter
- Instagram
- EventBrite [pending discussions regarding an Events Calendar (5.1.5)]

#### 5.2.7 **Mobile Functionality**

The site is required to be mobile responsive for Android, iOS and smart phones. Additional recommendations to improve use from mobile devices and unique opportunities for mobile and Smartphone technology are encouraged.

#### 5.2.8 **Technology Barriers**

Various assistive devices must be supported as outlined in the AODA – WCAG2.0 guidelines. This site should be compliant with Level AA of the guidelines. (<https://www.w3.org/WAI/WCAG20/quickref/>)

### 5.3 **Functionality and Programming Requirements**

#### 5.3.1 **Search Engine Optimization (SEO)**

Proposals must clearly show how the new site will be fully optimized for search engine discovery.

### 5.3.2 **Analytics**

Google analytics will be used for tracking site performance.

### 5.3.3 **Usability**

The new site must be user-friendly and quick loading and must be compatible with various browsing platforms.

### 5.3.4 **PDF Compatibility**

Site must have ability to upload, display and download PDF's.

## 5.4 **Ongoing Site Maintenance Plans**

### 5.4.1 **Daily Maintenance**

Updates such as photographs, events, news, etc. will be completed internally by staff. Proposals are expected to provide a system that will allow this work to be completed in a timely and efficient manner.

### 5.4.2 **Maintenance As Required**

For WordPress upgrades, either to the core or modules, the successful bidder may be expected to re-engage on a time and materials basis. Proposals should identify a rate for ongoing change requests.

## 6. **BUDGET FOR PROJECT**

**The budget for this project is \$12,500.** Consultants must clearly indicate the total project costs, with related taxes stated separately. As a minimum this should include a complete cost breakdown by item or activities that are required to complete the project.

**NOTE:** Additional budget has been set aside to cover the costs of copywriting, images that may need to be purchased and any artwork that may need to be designed for the site.

## 7. **KEY DATES AND TASKS**

| <b>TASK</b>   | <b>KEY DATE</b>   |
|---|-------------------|
| Issue RFQ   | July 31, 2017     |
| RFQ Submission Closing  | August 18, 2017   |
| Interviews, if required   | August 29, 2017   |
| RFQ Award and Notice to Proceed                                     | August 31, 2017   |
| Consultant initiation meeting                                       | September 6, 2017 |
| Meeting:<br>Presentation of Preliminary Design and Mapping Concepts | October 3, 2017   |

|                            |                                   |
|----------------------------|-----------------------------------|
| Additional Meetings        | As required by Steering Committee |
| Beta Testing               | November 27, 2017                 |
| Completion of Deliverables | December 15, 2017                 |

## 8. SELECTION CRITERIA

**The proposal package must include the following to be considered:**

- a) Main contact name, business name and contact information
- b) Statement of organizational capacity to deliver within timeline and of Bidders experience with similar projects
- c) Statement of any expectations for client participation at various project phases.
- d) Statement of Project understanding
- e) Outline of Project approach
- f) Detailed budget including materials, travel and related expenses.
- g) Detailed timeline.
- h) List of all addenda that were considered when RFQ was prepared.
- i) Examples of at least three similar projects that demonstrate your ability to deliver this project.
- j) Biography or curriculum vitae of company and/or creative team including contact information, address, phone number and email.
- k) Three references

## 9. EVALUATION CRITERIA

| ITEM  | COMPONENTS   | WEIGHT      |
|---|--|-------------|
| <b>Company and Key Personnel Experience</b> | <ul style="list-style-type: none"> <li>Direct experience of company and principal staff</li> </ul>   | <b>15%</b>  |
|   | <ul style="list-style-type: none"> <li>Experience of the project team members and sub-consultants assigned to this project</li> </ul>  | <b>15%</b>  |
| <b>Technical Approach</b>                   | <ul style="list-style-type: none"> <li>Quality of overall approach, methodology, key milestones and identification of project constraints</li> </ul>   | <b>20%</b>  |
|   | <ul style="list-style-type: none"> <li>Work plan and schedule (responsive to meet or exceed requirements)</li> </ul>   | <b>5%</b>   |
|   | <ul style="list-style-type: none"> <li>Value Added: what value can the Consulting Team bring to this project</li> </ul>  | <b>5%</b>   |
| <b>Consulting Services Cost</b>             | <ul style="list-style-type: none"> <li>Cost of consulting services with details as to the method and basis of compensation including a breakdown of overall cost including all fees and other charges</li> </ul> | <b>40%</b>  |
|   | <b>TOTAL</b>   | <b>100%</b> |
| <b>Method of Evaluating Cost</b>            | $\frac{\text{Cost of lowest proper proposal}}{\text{Cost of proposal being evaluated}} \times \text{full weight of cost criteria}$   |             |



## 10. SCORING CRITERIA

| Points | Score          | Criteria  |
|--------|----------------|---|
| 10     | Excellent      | Exceeds the requirements of the criterion in superlative beneficial ways/very desirable.  |
| 9      | Very Good      | Exceeds the requirements of the criterion in ways which are beneficial to PED's needs   |
| 8      | Good           | Exceeds the requirements of the criterion but in a manner which is not completely beneficial to PED's needs   |
| 7      |                | Fully meets all requirements of the criterion.  |
| 6      | Average        | Adequately meets most of the requirements of the criterion. May be lacking in some areas which are not critical.                                    |
| 5      |                | Addresses most, but not all, of the requirements of the criterion to minimal acceptable level. May be lacking in some areas which are not critical. |
| 4      | Poor           | Barely meets most of the requirements of the criterion to the minimum acceptable level. May be lacking in some areas which are not critical.        |
| 3      |                | Minimally addresses some, but not all, of the requirements of the criterion. Lacking in critical areas.   |
| 2      | Very Poor      | Very Poor to Unsatisfactory   |
| 1      | Unsatisfactory | Does not satisfy the requirements of the criterion in any manner.   |

## **11. PROPOSAL AWARD**

After the initial review of the proposals, Consultants may be interviewed on Tuesday, August 29, 2017 and requested to provide sample information of where the Consultant has recently completed work of a similar scope and focus. Following the interview, the evaluation process will be finalized and RFQ awarded.

Proposal award will be made based upon the highest scored proponent in the evaluation process.

## **12. CLARIFICATION OF BID DOCUMENTS**

No officer, agent or employee of PKED is authorized to alter orally any portion of these documents. During the period prior to submission of Quotations/Tenders/ Proposals, alterations will be issued to Bidders as written addenda. The Bidder shall list in its Bid all addenda that were considered when its Quotation/Tender/Proposal was prepared.

PKED will issue all written addenda to the bid documents to each bidder or prospective Bidder via e-mail, Fax or electronic posting.

Bidders are required to confirm receipt of each addendum. Although PKED will make every reasonable effort to ensure that each Bidder receives all addenda issued, it is each Bidder's ultimate responsibility to ensure all addenda have been received.

## **13. PRICING REQUIREMENTS**

Prices shall be in Canadian Funds, quoted separately for each item stipulated F.O.B. the point specified therein. Where applicable, the management fees may be in US Funds, but expenses if incurred in Canada should be expressed in Canadian Funds.

All prices bid shall include applicable taxes, customs duty, excise tax, freight, insurance and all other charges of every kind attributable to the work. Harmonized Sales Tax shall be shown as extra, unless otherwise specified.

## **14. ASSIGNMENT**

The Company shall not assign the contract or any portion thereof without the prior written consent of PKED.

The selected candidate assigns all present and future rights to the materials produced during the project to Trent University and their affiliate sites and may not reproduce or reuse the materials for any purpose without the written permission from TRIP.

## **15. FREEDOM OF INFORMATION**

All information obtained by the Company in connection with this bid is the property of the PKED and Trent University and must be treated as confidential. It may not be used for any purpose other than for replying to this bid, and for fulfillment of any subsequent contract. Any Company who requires that the information in its bid be kept confidential must explicitly advise PKED of that fact.

The Company may declare confidentiality of their bid; however, PKED is required by law to adhere to the requirements of the Municipal Freedom of Information and Protection of Privacy Act, as amended.

Personal information contained on this bid form is collected under the authority of Section 29(2) of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56 as amended and will be used to purchase goods and/or services and for the execution of contractual documents. If you have any questions about the collection, use or disclosure of this information by PKED, please contact the Director of Operations, 270 George Street North, First Floor, Peterborough, ON, K9J 3H1 (705-743-0777 ext. 2162).

#### **16. ACCESSIBILITY**

PKED is committed to the accessibility principles of preventing and removing barriers in accessing goods and services for people with disabilities and is bound by the Standards under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

Regulations enacted under the Act apply to every designated public sector organization and other third parties that provide goods and services to the members of the public.

The Consultant/contractor, and all sub-contractors hired by the Consultant/contractor in the completion of its work, will meet or exceed compliance with all applicable regulations under the Accessibility for Ontarians with Disabilities Act, 2005 as may be amended from time to time.

It is the Consultant/contractor's responsibility to ensure they are fully aware of, and meet all requirements under the Act.

#### **17. OCCUPATIONAL HEALTH AND SAFETY ACT**

The selected candidate will assume all of the responsibilities as set out in the Ontario Occupational Health and Safety Act (OHSA) and agrees to indemnify and save PKED harmless for damages or fines arising from any breach of the OHSA.

#### **18. INSURANCE AND WORKPLACE SAFETY INSURANCE BOARD**

The successful bidder shall deliver a certified copy of the Firm's Public Liability and Property Damage Insurance, and where applicable the bidder shall carry standard automobile and non-owned automobile liability insurance Policy for the works, within ten (10) working days of receiving the Acceptance Notice. Coverage shall be at least \$2,000,000.00 per incident, with Greater Peterborough Area Economic Development Corporation named as insured. Additional coverage may be required.

The successful bidder will be required to submit proof of Workplace Safety Insurance Board Coverage, within ten (10) working days of receiving the Acceptance Notice and shall provide additional certificates as often as is deemed necessary by PKED during the term of the contract to ensure continued good standing with the Workplace Safety & Insurance Board.

**Or**

The successful bidder shall provide proof to PKED from the Workplace Safety & Insurance Board that the bidder does not require Workplace Safety & Insurance Board Insurance. If the successful bidder changes its status with the Workplace Safety & Insurance Board during the term of the contract such that coverage is required, the successful bidder shall immediately provide PKED with the W.S.I.B. Clearance Certificate.

**19. Peterborough & the Kawarthas Economic Development reserves the right to:**

- Maintain the confidentiality of the competing proponents and the evaluation team.
- Reject any or all submissions and re-issue the RFQ call if deemed necessary.
- Cancel the RFQ call at any time. No financial compensation will be provided to any of the respondents to the RFQ call.
- Approve or recommend any sub-contractors for use.
- Accept or reject all or part of any bid and also reserves the right to accept other than the lowest bid.

**20. CONTRACT AWARD**

PKED reserves the right to award by item, or part thereof, groups of items, or parts thereof, or all items of the bid, and to award contracts to one or more bidders submitting identical Bids as to price; to accept or reject any Bids in whole or in part; to waive irregularities and omissions. PKED also reserves the right to enter into negotiations with the lowest compliant bidder if the price bid is over the budgeted amount of the project. Should PKED be unable to reach an agreement with the lowest compliant bidder, PKED reserves the right to enter into negotiations with the next lowest compliant bidder, or to cancel the call. If in so doing, the best interests of PKED will be served. No liability shall accrue to PKED for its decision in this regard.

The lowest price for any bid may not necessarily be accepted as PKED reserves the right to reject any or all bids. Bids shall be irrevocable for 90 days after the official closing time and PKED may at any time within that period without notice, accept a Bid whether any other Bid has been previously accepted or not.

All Bids are prepared at the sole risk and cost of the bidders. No payments shall be made to any bidder regarding the preparation and submission of Bids.

Notwithstanding and without restricting the generality of the statements above, PKED will not be required to award or accept a tender, and may choose to either cancel the call for tenders or recall the tenders at a later date:

- a) When only one Bid has been received as the result of a tender call;
- b) Where the lowest responsive and responsible bidder exceeds the available project budget for the supplies or services;
- c) When all Bids received fail to comply with the specifications of the tenders terms and conditions;
- d) When a change in the Scope of Work or specifications is required.

## **21. CLOSING AND SUBMISSION REQUIREMENTS:**

All questions regarding the RFQ and final proposals should be directed to:

**Barbara van Vierzen**  
**Director of Operations**  
**Peterborough & the Kawarthas Economic Development**  
**270 George Street North, First Floor**  
**Peterborough, ON K9J 3H1**

**705.743.0777 ext. 2162**

[bvanvierzen@peterboroughed.ca](mailto:bvanvierzen@peterboroughed.ca)

Delivery of bid submissions to the proper location and prior to the submission deadline is the responsibility of the Bidder. Peterborough & the Kawarthas Economic Development will not be responsible for any RFQ submission that is lost or delayed due to method of delivery. Quotes received after closing time and date will not be accepted.

**All Submissions must be received by 4:00 pm on Friday, August 18, 2017.**

## APPENDIX A

### List of Comparative Websites

| Site                                | Address   | Notes   |
|-------------------------------------|---|---|
| Edmonton Research Park,<br>Edmonton | <a href="http://www.edmontonresearchpark.com">http://www.edmontonresearchpark.com</a> | Clean design, clear navigation.   |
| MaRS Discover District              | <a href="https://www.marsdd.com/">https://www.marsdd.com/</a>                         | Nice home page; clean design, focus on what is on offer to tenants.                 |
| Discovery Parks                     | <a href="http://www.discoveryparks.com/">http://www.discoveryparks.com/</a>           | Clean design, high impact visuals, good at showcasing the space and availabilities. |
| Vancouver Island<br>Technology Park | <a href="http://vitp.ca/">http://vitp.ca/</a>   | Simple navigation and good organization of content.                                 |