District of Ucluelet

Website Redesign - RFP 2024-ADM-003

ADDENDUM NO. 1

Addendum Issue Date: **Monday, July 22, 2024**

RFP Questions and Answers:

1) What is the projected timeline for this project (start date, date of completion, date of launch)?
   a. Start date is expected mid September 2024, if approved by Council. Date of completion and date of launch will be based on the Successful Proponent's Project Plan, refer to Schedule C – Form of Proposal.

2) What is the estimated budget you have for the Website Redesign and Development?
   a. Refer to Schedule C – Form of Proposal, paragraph 'Financial Proposal' for the cost breakdown Proponents should include in their submission.

3) Is there a main deliverable you can expect from the website redesign?
   a. See Schedule A – Scope of Goods or Services, Section 3.0 Scope of Work & Deliverables, and following subsections 3.1 to 3.9.

4) Are there any specific features you want the redesigned website to include (i.e., calendar functions, maps)?
   a. See Schedule A – Scope of Goods or Services, Section 3.0 Scope of Work & Deliverables, and following subsections 3.1 to 3.9.

5) Are there any specifics you are looking for in this RFP?
   a. See Schedule A – Scope of Goods or Services and Schedule C – Form of Proposal

6) When can we expect to hear of the results of this RFP?
   a. Evaluations of proposals should take place the week of July 29, 2024.   Shortlisted proponents should be notified the week of August 5, 2024 and may be requested to deliver a short presentation of their Proposal, to be scheduled later in the month of August – see Section 5.0 Evaluation and Selection, subsection 5.5 Interviews, Samples and Demonstrations.

7) Are you open to having a debrief with proponents who are not selected so we can improve for next time?
   a. Yes

8) Do you have design/ Graphic Standards that will be shared?
   a. Yes – See Schedule D 'District of Ucluelet Graphics Standards' attached, to replace pages 31 to 36 of the District of Ucluelet Website Redesign RFP 2024-ADM-003.

9) Do you envision new pages that do not exists on the current site?
   a. Refer to schedule D – 'Page and Document List' for the approximate page count required. As per Schedule A – 'Scope of Goods or Services', Section 3.1 'Website User Groups and Permissions' the District wishes to make structural changes (including adding or removing pages), create and publish content and have full site access and functionality.

10) Do you have a rough draft for the new sitemap?
   a. The successful Proponent will work with the District to develop a new sitemap.

11) Do you envision using simple embeds that are consistent with the current site or are you looking for API integrations or a combination?
   a. A combination. Currently the API integrations are minimal, and we would like to ensure the new website is able to integrate with the District's tools and functions. Refer to Schedule A – 'Scope of Goods or Services', Section 3.3 'Website Tools and Functions'.

12) Could the District clarify "Event Categories via PerfectMind". For example, is the District looking for an API-integration to PerfectMind, or manually-created categories which match the District's setup in PerfectMind, or otherwise?
   a. The District does not 'require' API-integration with PerfectMind, however would be open to the integration option if it was possible within parameters of the RFP.

13) What security criteria are you looking to achieve by maintaining control of the website hosting? Is the District willing to consider hosting by a provider that meets or exceeds local hosting requirements.
   a. The District presently has the hosting services under its control, although the hosting is not internal – meaning on on-premises, but rather we use reputable cloud-hosting services. Hosting the website on a District-managed and contracted hosting service is important to us to avoid vendor lock-in and for smooth off-boarding in the event we change service provider for web-site design and maintenance services in the future.

14) Will the District accept electronic signatures on proposal forms requiring signatures?
   a. Yes.

15) Is the District looking for a template design or a custom design?
   a. The District is looking for proposals which address the needs identified within the RFP that are cost effective and functional.

16) Are you looking to stay with your current host, or are you open to alternatives?
   a. See Schedule A – 'Scope of Goods and Services', Section 3.0 'Scope of Work and Deliverables'.

17) Do you have specific support needs after launch?
   a. See Schedule A – 'Scope of Goods and Services', Section 3.7 'User Training', as well as Section 3.8 'Implementation and Deployment'.

18) What are the pain points with the current CMS?
   a. See Schedule A – 'Scope of Goods and Services', Section 3.0 'Scope of Work & Deliverables'.

19) What percentage of content needs to migrate from the existing website to the new one?
   a. The District will provide all content for the new website. Most of the content on the current website will migrate to the new website. See 'Scope of Goods and Services', Section 3.2 'Website Content'.
   b. No copywriting is required by the proponent.

20) How often do you do plugin upgrades? When was the last time you upgraded them?
   a. See 'Scope of Goods and Services', Section 3.6 'Security and Maintenance'.

21) How many hours of monthly maintenance do you anticipate?
   a. See 'Scope of Goods and Services', Section 3.6 'Security and Maintenance'.

22) How many staff members are anticipated to require training, and what is their current level of proficiency with website management tools?
   a. Approximately five (6) staff members, with three (3) super admins, will require training, and all have some experience/ proficiency.

23) Is multi-language support a requirement for the website?
   a. No.

24) Is there an existing issue tracking system in place, such as JIRA or Bugherd?
   a. No.

25) Do you have a DevOps setup in place, or do you expect the vendor to provide it?
   a. No we do not have DevOps in place. We expect the vendor to manage changes, releases, updates and maintenance using their own procedures whether they be DevOps, or another methodology.

26) What percentage of your current website traffic comes from mobile devices?
   a. We are looking for our new website to be mobile compatible.

27) Does the District have any preferences or prior experience regarding the use of CMS or content management technologies?
   a. The District is open to receiving proposals with CMS software that meet the requirements of the Scope of Work and Deliverables within the RFP.

28) Are forms expected to be downloaded as a file, filled out, and uploaded as a file again or filled out online in the web interface?
   a. The District is interested in the ability to have a web interface for forms.

29) Are there any projects connected to this that are already in the works or recently completely, such as an IA initiative or new branding?
   a. No.

30) Will there be multiple decision makers involved in the project, such as steering committees, leadership teams, elected officials? (This could affect the scope and timeline if there are multiple approval points.)
   a. The District has a dedicated team involved in the issuance, selection and implementation of the new website. Multiple approval points will be minimal.

31) Would you need any original or stock videography or photography?
   a. No we do not need any additional stock videography and photography.

32) What CMS platform do you use currently?
   a. We currently use Joomla, which does not currently meet our needs.

SCHEDULE G – DISTRICT OF UCLUELET GRAPHIC STANDARDS

LOGO

PRIMARY COLOUR PALETTE

Pantone 539
C100 M58 Y23 K77
R0 G42 B66

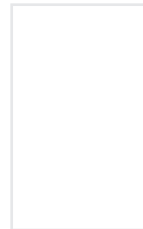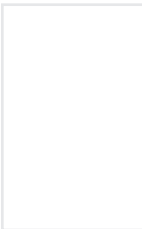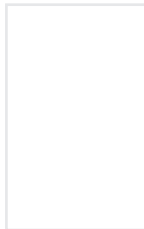Pantone 7511
C5 M48 Y93 K23
R178 G111 B22

Pantone 371
C53 M14 Y89 K56
R83 G104 B43

Pantone 432
C67 M45 Y27 K70
R55 G66 B74

PANTONE
SWATCHES

SECONDARY COLOUR PALETTE

Pantone 175
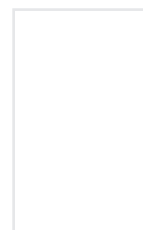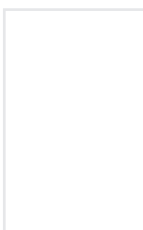C18 M79 Y71 K56
R112 G56 B45

Pantone 1255
C8 M30 Y95 K30
R171 G132 B34

Pantone 518
C56 M80 Y19 K57
R79 G50 B76

PANTONE
SWATCHES

LOGO TYPE
Neutraface Demi
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 !@#$%^&*()

ALL OTHER TYPE
The Mix Light Plain
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 !@#$%^&*()

The Mix Plain
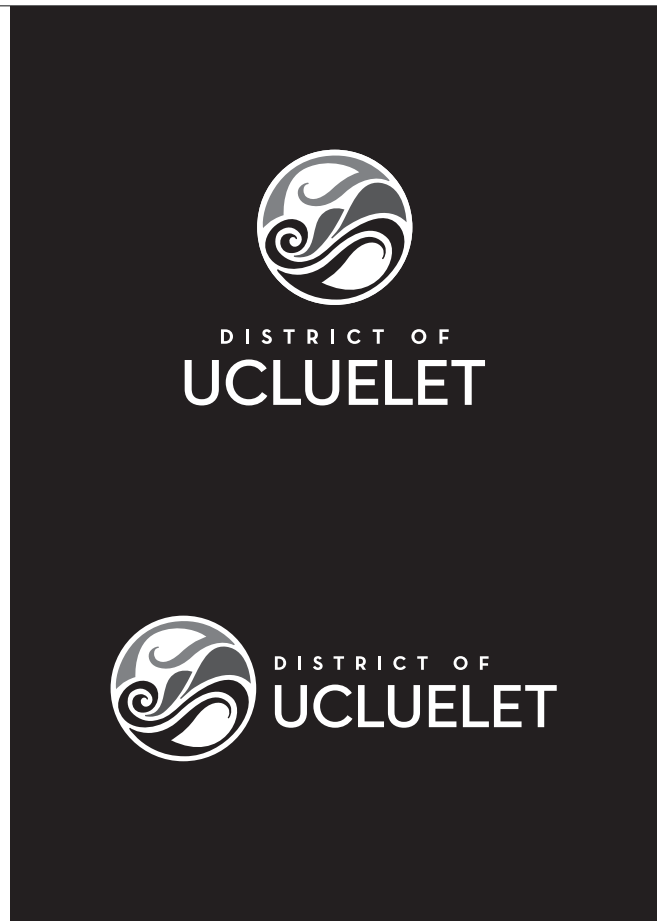**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890 !@#$%^&*()**

LOGO VARIATIONS - COLOUR

In order to maintain the consistency of your brand we recommend you display your logo in the following variations only using the colours presented on the colour formulas page.
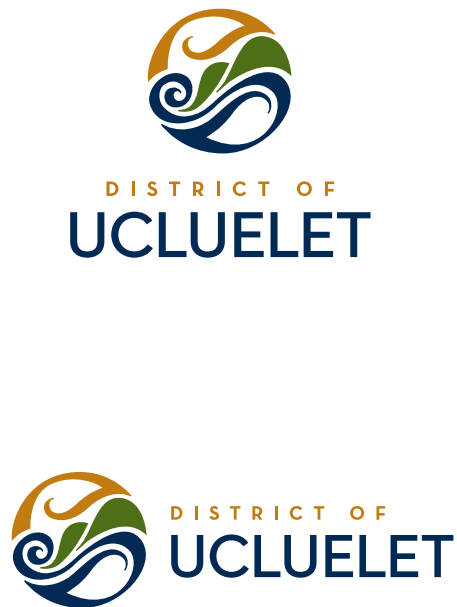
LOGO VARIATIONS - GREYSCALE

In order to maintain the consistency of your brand we recommend you display your logo in the following variations only using the shades of black as presented below.

DISTRICT OF
UCLUELET

DISTRICT OF
UCLUELET

DISTRICT OF
UCLUELET

DISTRICT OF
UCLUELET

100% Black   80% Black   60% Black

LOGO VARIATIONS - BLACK & WHITE

In order to maintain the consistency of your brand we recommend you display your logo in the following variations only using black & white.

DISTRICT OF
UCLUELET

DISTRICT OF
UCLUELET

DISTRICT OF
UCLUELET

DISTRICT OF
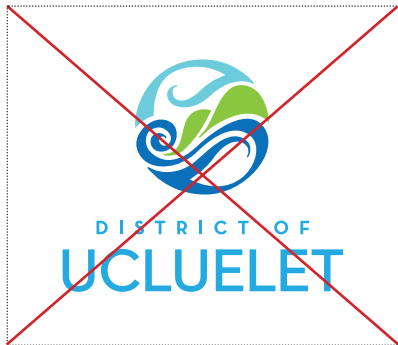**UCLUELET**

100% Black

LOGO CLEARSPACE

Logo clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.
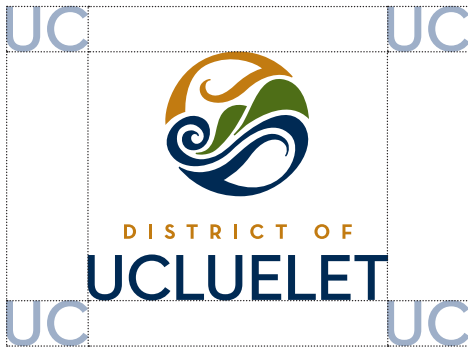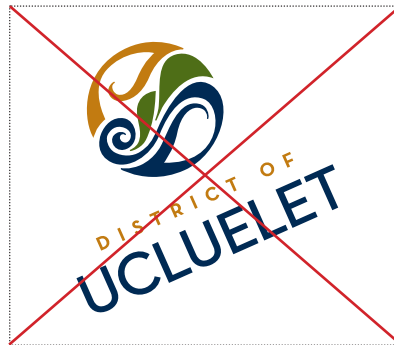

INCORRECT LOGO USAGE

Adhering to the Graphics Standards ensures a consistent, professional representation of the brand. Here are a few examples of incorrect usage of the logo. They do not represent the full spectrum of incorrect usage, but should be used as reference when making decisions.

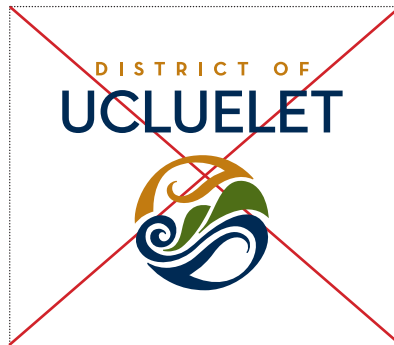Do not use the logo in any unapproved colours.

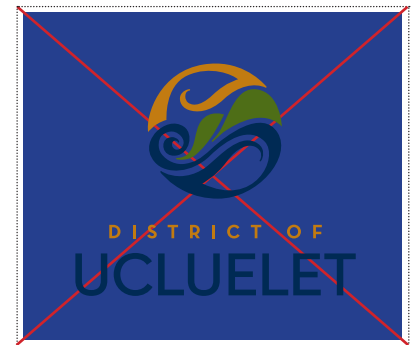Do not rotate the logo.

Do not apply any graphic effects to the logo.

Do not stretch or skew the logo.

Do not rearrange logo elements.

Do not place logo on a background colour that inhibits its visibility.

BUSINESS CARDS (By Department)

Logo clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image, or body copy; maintaining it at all times ensures prominence and legibility.

DISTRICT OF
UCLUELET

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200 Main Street
PO.Box 999
Ucluelet . BC . V0R 3A0

Horizontal Logo

Use Department
Colour for Strip

FRONT Formatting

Name: **TheMixBold-Plain
10pt
Department colour**

Building name, t., c., f.,:
**TheMixBold-Plain
8pt
Department Colour**

Job title, email address, telephone, cell phone, fax and building address:
TheMixLight-Plain
8pt
Pantone 432

Visit **Ucluelet.ca**

Life on the Edge®

BACK Formatting

Visit Ucluelet.ca: **TheMixBold-Plain
10pt
White**

Life on the Edge®: **TheMixBold-Italic
9pt
White**

Logo Watermarked

Use Department Colour
for Background

END OF SCHEDULE 'G'