

REQUEST FOR PROPOSAL



BC Workinfontet Website redesign

March 2010

1. Organization Issuing the Request for Proposal (RFP):

This RFP is issued by the Association of Service Providers for Employability and Career Training (ASPECT). ASPECT is a BC non-profit society of more than 175 community-based employment training agencies. Our members are typically small, not-for-profit and for-profit agencies located in communities throughout BC. Member agencies provide employment services to youth, new immigrants, women in transition, persons with disabilities, and individuals in receipt of Employment Insurance (EI) or social assistance. Generally, our members work with people who may have barriers to employment.

For further information about ASPECT, visit our web site at www.aspect.bc.ca.

2. RFP Identification

This RFP is identified as the “BC Workinfontet Website Redesign”.

3. Summary of Project

ASPECT has been hosting www.workinfontet.bc.ca (BCWIN) for over two years. BCWIN is a website that provides both career counsellors and individuals who are making career and work transitions throughout BC with relevant, accessible and accurate labour market information and related services. As part of the overall sustainability of the website, ASPECT is undergoing surveys and focus groups of users to determine the key content to remain on the site, while developing a simplified, more manageable website for the organization to maintain.

4. Proposed Statement of Work

This project would enable ASPECT to keep key features of BCWIN alive, while limiting the extensive content updates, number of pages, and hosting costs currently incurred. The project would include:

- Web development of a section of the ASPECT website for the BCWIN area, or a unique website development. This will include current site mapping, content collection from the current BCWIN site, design and content addition.
- Soliciting visitor content - The development of a wiki or content form submission feature allows the easy creation and editing of pages by website users, and to keep content up to date. This system or similar will encourage users to provide additional website content.
- Online advertising and revenue generation. Banner and text advertising options are to be implemented with associated tracking and purchasing features.
- Consolidate Calendar of Events feature - The BCWIN Calendar of Events is a well used service that enables practitioners and job seekers to find relevant professional development, job fairs and training events. The development of an event calendar within the ASPECT site

would be similar to the existing BCWIN calendar with additional search and organizational features.

- Social Media options reviewed and implementation plan completed.
- An e-commerce tool with shopping cart features.
- A website with easy to update WYSIWYG interface.

ASPECT is requesting proposals from organizations and/or individual consultants interested in developing an updated www.workinonet.bc.ca website. The objective of this RFP is to seek an experienced, professional web designer to review, design and develop the site, producing a complete new website.

PROPOSAL SUBMISSIONS

Submission Deadline and Location:

- Proposals must be submitted by 4:00 pm local time on Friday, March 12, 2010.
- Proposals received after that time will not be accepted.
- No modifications to submitted proposals will be permitted prior to award, except in those cases where ASPECT requests more information for clarification.
- The proposals must be sent by email to:

Lesley Patten
Membership Services Coordinator
ASPECT
lpatten@aspect.bc.ca

Format of Proposal:

- Proposals are not to be more than 10 typed pages (12 point size font, 8.5" by 11").

Content of Proposal Submissions should include:

- A brief profile of the bidding organization or individual, including current and historical experience and website samples
- An overall vision for the website with comments on content, presentation of information, structure and any value-added ideas.
- An operational development plan for the website, including an initial work plan, timeline and a budget of total project costs.
- The total budget for this project must not exceed \$60,000.

Reference Checks

- Three references should be provided.
- Reference checks will be included in the evaluation of the applicant as they relate to cost effectiveness, customer service, design and technical ability.

Evaluation Criteria:

Evaluation of proposals will be based on the following content being provided:

- Demonstrated understanding of the project scope and objectives.
- Demonstrated qualifications and experience as it relates to website design and implementation.
- Proponent's capacity to complete the work within budget and schedule.
- Proponent's overall vision for the project.

Project Timelines:

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| ▪ Proposal Submission Deadline | March 15, 2010 |
| ▪ Final Selection & Notification | March 19, 2010 |
| ▪ Start Date of Contract | March 22, 2010 |
| ▪ Target Website Launch Date | September 1, 2010 |
| ▪ Completion Date | September 30, 2010 |

How Applicant Questions Will Be Answered:

- Applicants may forward their questions in writing by electronic mail to lpatten@aspect.bc.ca.
- ASPECT assumes no responsibility for the accuracy of any information not provided by this office.
- No questions regarding this RFP will be answered after March 12, 2010
- ASPECT is not responsible to pay any costs or expenses incurred by any Proponent in preparing its Proposal or otherwise in participating in this RFP process. The participation in this RFP process is at Proponent's sole risk and cost.
- Signal your intention to respond to this RFP by email in order to receive the RFP Q & A to lpatten@aspect.bc.ca.

Will a Proposal Necessarily Be Awarded?

- ASPECT reserves the right to reject all proposals.