



## Request for Proposals

# Village of Cumberland Economic Development Web-portal

### **Closing Location**

2673 Dunsmuir Avenue  
Cumberland, BC V0R 1S0

### **Closing Date and Time**

10:00 am Pacific Daylight Time  
Wednesday, June 5, 2019

### **Submitted to:**

Kaelin Chambers

Economic Development Coordinator

Telephone: 250-336-2291 • Fax: 250-336-2321

Email: [ecdev@cumberland.ca](mailto:ecdev@cumberland.ca)

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**A. INTENT**

The Corporation of the Village of Cumberland (“The Village”) is seeking Proposals from qualified consultants to provide consulting services for the creation of an Economic Development Web-portal for the Village, as set out in Part D, Scope of Work, of this RFP.

**B. DEFINITIONS AND ADMINISTRATIVE REQUIREMENTS****1.0 DEFINITIONS**

Throughout this Request for Proposal, the following definitions apply:

**“Contract”** means the written agreement resulting from this Request for Proposal executed by the Village and the Consultant.

**“Consultant”** means the successful Proponent to this Request for Proposal who enters into a written Contract with the Village.

**“Council”** means the Council of the Village.

**“must”, “shall” or “mandatory”** means a requirement that must be met.

**“Proponent”** means an individual or a company that has been requested to and submits, or intends to submit, a proposal in response to this Request for Proposal.

**“Proposal”** means a submission in response to this Request for Proposal.

**“Request for Proposal”** and **“RFP”** means this Request for Proposal.

**“Village”** means as the context requires, the Corporation of the Village of Cumberland or the area within the boundaries of the Village of Cumberland.

**2.0 TERMS AND CONDITIONS**

The following terms and conditions apply to this RFP. Submission of a Proposal in response to this RFP indicates acceptance of all the terms that follow and that are included in any addenda issued by the Village.

**3.0 ALTERNATIVE SOLUTIONS**

If alternative solutions are offered, the information should be submitted in the same format but as a separate Proposal and clearly marked as an alternative solution.

**4.0 CHANGES TO PROPOSALS**

By submission of a written notice, a Proponent may amend or withdraw its Proposal prior to the closing date and time.

Upon Closing, all Proposals become irrevocable. The Proponent may not change the wording of its Proposal after Closing and no words or comments may be added to the Proposal unless requested by the Village for clarification.

## **5.0 PROPONENTS' EXPENSES**

Proponents are solely responsible for their own expenses in preparing a Proposal. If the Village elects to reject all Proposals, the Village will not be liable to any Proponent for any claims for costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with a final Contract, costs for returning unopened Proposals, or any matter whatsoever.

## **6.0 PROPOSAL VALIDITY**

Proposals will be open for acceptance for at least 60 days after the closing.

## **7.0 FIRM PRICING**

- a) Proponents shall base their Proposal on furnishing everything required to complete the consulting services, including all labour, materials, tools, equipment, travel costs and incidentals.
- b) Proposals must include a Proponent maximum fee including sub-consultants to complete this project.
- c) Prices will be firm for the entire Contract period unless this RFP states otherwise.

## **8.0 CURRENCY AND TAXES**

Prices quoted will be in Canadian Dollars and inclusive of duty, delivery charges where applicable, and exclusive of GST and other taxes which shall be shown separately as applicable.

## **9.0 SUB-CONTRACTING**

- a) Using a sub-consultant (who must be clearly identified in the Proposal) is acceptable. This includes a joint submission by a Proponent and sub-consultant who have no formal corporate links. However, the Proponent must be prepared to take overall responsibility for successful interconnection of the two product or service lines and this must be defined in the Proposal.
- b) Sub-contracting to any firm or individual who has current or past corporate or other interests may, in the Village's opinion, give rise to a conflict of interest in connection with the services will not be permitted. This includes, but is not limited to, any firm or individual involved in the preparation of this RFP.
- c) Where applicable, the names of approved sub-consultants listed in the Proposal will be included in the Contract. No changes or additions to the list will be permitted without the written consent of the Village.

## 10.0 SOCIAL PROCUREMENT

The Village's procurement is guided by its social procurement framework which may be viewed at [cumberland.ca/social-procurement](http://cumberland.ca/social-procurement), and the evaluation of proposals takes Social Procurement into consideration.

As part of any submission the Proponent is encouraged to identify to the Village how they may contribute to the following key social, employment and economic goals as outlined in the Village's Social Procurement Framework.

- Contribute to a stronger local economy;
- Promote the Living Wage and fair employment practices;
- Increase the number of local jobs that support young working families;
- Increase social inclusion, by improving contract access for equity-seeking groups, such as social enterprises;
- Increase training and apprenticeship opportunities;
- Enhance community arts and culture infrastructure;
- Improve and enhance public spaces;
- Help move people out of poverty, providing increased independence and sustainable employment for those in need;
- Improve opportunities for meaningful independence and community inclusion for citizens living with disabilities; and
- Stimulate an entrepreneurial culture of social innovation.

## 11.0 ACCEPTANCE OF PROPOSALS

- a) This RFP must not be construed as an agreement to purchase goods or services. The Village is not bound to accept the lowest priced or any Proposal of those submitted. The Village is under no obligation to receive further information, whether written or oral, from any Proponent.
- b) Neither acceptance of a Proposal nor execution of a Contract will constitute approval of any activity contemplated in any Proposal that requires any approval, permit or license pursuant to any federal, provincial, or municipal statute, regulation or bylaw.
- c) The Village reserves the right to reject any Proposal and to accept any Proposal notwithstanding any non-compliance with this RFP. The Village may select any Proposal for acceptance or negotiation with the Proponent by selecting the Proposal which the Village, in its sole unrestricted discretion and on the basis of such criteria as it considers appropriate, deems to be in the best interests of the Village.

- d) If a proposal contains a defect or fails to comply with the requirements of the proposal documents, which in the sole discretion of the Village is not material, the Village may waive the defect and accept the proposal.
- e) No Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in the RFP, whether in respect of Proposal preparation costs, loss of anticipated profit, or any other matter whatsoever, and by submitting a Proposal each Proponent shall be deemed to have irrevocably waived any such claim.
- f) The Village reserves the right to cancel this RFP at any time and for any reason, and in so doing to reject all Proposals, and will not be responsible for any loss, damage, cost or expense incurred or suffered by any Proponent as a result of such cancellation.
- g) The Village reserves the right to enter into negotiations with one or more Proponents concerning the terms and conditions of the services to be provided, and expressly reserves the right through such negotiations to request changes, alterations, additions or deletions from the terms of any Proposals received.
- h) The Village reserves the right to select one or more Proponents for further consideration following the initial proposal evaluation process. The Village may require in-person presentations or interviews with Proponents selected for final consideration, prior to negotiating a contract.
- i) The acceptance of any Proposal is subject to funding and may require approval of the Council.
- j) After acceptance by the Village, the successful Proponent will be issued a written Notice of Award.

## **12.0 DEFINITION OF CONTRACT**

Notice in writing to a Proponent of the acceptance of its Proposal by the Village and the subsequent full execution of a written Contract will constitute a Contract for the Services, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the occurrence of both such events. By submission of a Proposal, the Proponent agrees that, should it be identified as the successful Proponent, it is willing to enter into a Contract with the Village within fifteen (15) days of the date of the Notice of Award.

## **13.0 LIABILITY FOR ERRORS**

While the Village has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained in this RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the Village, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

#### **14.0 MODIFICATION OF TERMS**

The Village reserves the right to modify the terms of the RFP at any time at its sole discretion. Such modifications will be communicated to all Proponents through formal addenda.

#### **15.0 OWNERSHIP OF PROPOSALS AND FREEDOM OF INFORMATION**

All documents, including Proposals, submitted to the Village become the property of the Village. Each Proposal should clearly identify any information that is considered to be confidential or proprietary information.

However, the Village is subject to the provisions of the *Freedom of Information and Protection of Privacy Act*. As a result, while section 21 of the *Freedom of Information and Protection of Privacy Act* does offer some protection for confidential third party business, financial and proprietary information, the Village cannot guarantee that any such information provided to the Village will remain confidential if a request for access is made under the *Freedom of Information and Protection of Privacy Act*.

#### **16.0 CONFIDENTIALITY OF INFORMATION**

Information pertaining to the Village obtained by the Proponent as a result of participation in this project is confidential and must not be disclosed without written authorization from the of Village.

### **C. PROPOSAL SUBMISSION REQUIREMENTS**

#### **1.0 PROPOSAL SUBMISSION**

- a) Responses should be delivered by hand, mail or email to the following location no later than 10:00 am Pacific Daylight Time on Wednesday, June 5, 2019 (Closing), and should be clearly marked '**Village of Cumberland Economic Development Web-portal Consultant**':

Attention: Kaelin Chambers  
Village of Cumberland  
2673 Dunsmuir Avenue  
Box 340  
Cumberland, BC V0R 1S0  
Email: [ecdev@cumberland.ca](mailto:ecdev@cumberland.ca)

- b) Proposals are to include the following sections:

- General:

An introductory cover letter that includes a general background overview of the Proponent, identification of similar services provided for other



clients and outline of expected approach for successfully undertaking the project.

- Relevant Experience:
  - A listing of recent relevant project experience. Project descriptions should include a summary of related work, including scope, project successes, location and length of time of project.
- Proposed Schedule:
  - A schedule for completion of the project broken down by phase and task.
  - A description of the tasks to be undertaken and methodologies to be used by the Proponent.
  - Lead, team members and sub-consultants.
- Qualifications:
  - Educational and professional qualifications of each individual to be assigned. Include a summary of each individual's work experience with related projects.
  - Identification and brief description of experience and relevant qualifications. Resumes may be included as an appendix.
  - Identification of availability and office location.
- Financial Expectations
  - Proponent maximum fee.
  - A breakdown of project costs by task in a manner that allows for easy cross-referencing of task, personnel, timing and costs:
    - for each task include the hours estimated for each individual, including sub-consultants, showing charge-out rate, total hours and disbursements per task; and
    - subtotals for each phase in the project.
  - Total hours and fees per individual, including sub-consultants, to be assigned for the entire project.
- References:
  - A list of references from a minimum of three (3) municipal government clients who have engaged the Proponent to complete similar projects, include the name, address and phone number of references; and,

- Assurance that the Proponent and any proposed sub-consultant are not in a position which may be perceived as a conflict of interest with respect to undertaking this project.
- c) Proposal format:
- Proposals may be either emailed with the Request for Proposal title clearly indicated in the subject line (Please request confirmation of receipt of any emailed proposals), or submitted in a sealed package with the name and address of the Proponent and the Request for Proposal title clearly marked on the outside.
  - Facsimile submissions will not be considered.
  - Late Proposals will not be considered.
  - Proposals that are conditional; illegible; obscure; contain arithmetical errors; erasures, alterations, or irregularities of any kind; may, at the discretion of the Village, be declared disqualified.
  - The person(s) authorized to sign on behalf of the Proponent and to bind the Proponent to statements made in response to this RFP must sign the Proposal Form provided herein. Unsigned Proposals will be declared disqualified and returned.
  - Proponents shall be solely responsible for the delivery of their Proposals in the manner and time prescribed. All submissions must be delivered according to the instructions herein. The Village will accept no responsibility for documents delivered to other Village facilities and at the discretion of the Chief Administrative Officer may be declared disqualified.

## 2.0 ENQUIRIES

- a) All enquiries related to this RFP shall be directed to:
- Kaelin Chambers  
Economic Development Coordinator  
Village of Cumberland  
Telephone: 250.336.2291  
Email: [ecdev@cumberland.ca](mailto:ecdev@cumberland.ca)
- b) Enquiries will be accepted until 2:00 pm Monday, June 3, 2019.
- c) Information obtained from any other source is not official and should not be relied upon.

### 3.0 ADDENDA

- a) Any questions that are received by the Village that affects the Request for Proposal process will be issued as addenda by the Village.
- b) Addenda will be published at the Village website. It is the responsibility of the proponent to monitor the website to check for updates. All addenda become part of the Contract document and must be considered when responding to this RFP.
- c) Verbal answers are binding only when confirmed by written addenda.

### 4.0 DISCLAIMER

Each Proponent is responsible to review and understand the terms and conditions of this RFP, and the scope of work being requested. The Village makes no representation or warranty as to the accuracy or completeness of the information contained in this RFP and the Proponent is solely responsible to ensure that it has obtained and considered all information necessary to understand the requirements of the RFP, and to prepare and submit its Proposal. The Village will not be responsible for any loss, damage or expense incurred by a Proponent as a result of any inaccuracy or incompleteness in this RFP, or as a result of any misunderstanding or misinterpretation of the terms of this RFP on the part of any Proponent.

### 5.0 EVALUATION AND SELECTION CRITERIA

Evaluation of Proposals will be by the Village according to the criteria identified below. Those Proposals passing the mandatory requirements will be further evaluated against the point-rated criteria. During the evaluation process, Proponents may be required to provide clarification to statements made in their Proposals. The Village reserves the right to contact any person or organization to determine the reputation of the proponent.

<b>Mandatory Criteria</b>
Proposal Form completed and signed by a person authorized to bind the Proponent to statements made in the submission.
Proposal must be received at the closing location by the specified Closing date and time.

Point-rated Criteria	Points Assigned	Score per Criteria (Multiplier)					Weighted Total
		Poor (.3)	Marg. (.5)	Fair (.7)	Good (.9)	Exc. (1.0)	
Experience and qualifications	30						
Methodology - Detailed method/planning and work program	40						
Cost to the Village including disbursements	15						
Reputation and feedback from references	10						
Social Procurement	5						
Total Points	100						

## 6.0 COMMITMENT BY THE VILLAGE

- a) The Village will make available, upon request and at no cost to the successful Proponent, any existing Village maps, plans, reports and copies of relevant background information, including hard copies that are not posted on the Village website.
- b) The successful Proponent may be required to sign non-disclosure, confidentiality or other agreements when access is provided to Village information.
- c) Village meeting rooms, when available, may be used at no charge to the Consultant and are to be arranged through Village administration.

## D. SCOPE OF WORK

### 1.0 OVERVIEW OF THE VILLAGE OF CUMBERLAND

The Village of Cumberland, with a 2016 census population of 3,753 people, is situated on the east coast of Vancouver Island, within the Comox Valley. It is primarily a residential community with an historic commercial core. The Village along with the

adjacent municipalities of Courtenay and Comox comprise the urban core of the Comox Valley Regional District (CVRD), which has a total population of approximately 60,000.

Cumberland has many characteristics that make it a great place to live, work and play, including a sense of community, the small village feel, parks and open spaces and the quality of the environment. Cumberland provides a high quality of life, with a strong sense of community and an abundance of nearby outdoor recreation opportunities such as hiking, mountain biking and skiing.

The Village of Cumberland is a community in transition. According to Census data, the Village had a population of 2,726 in 2006 and 3,753 in 2016, a growth of over 1,000 people in the past 10 years.

Known development is expected to produce an estimated 792 single family units and 3500 multi-family units in the community in future years. The Village updated its Official Community Plan in 2014 and its Zoning Bylaw in 2016. The recently completed Official Community Plan (OCP) notes that the population of the Village could increase to a projected high of approximately 8,500 residents by 2030.

The Village of Cumberland withdrew from the regional Economic Development Service of the Comox Valley Regional District in the spring of 2016, and has since moved forward with Council's strategic goal of developing and implementing an Economic Development Strategy and Implementation Plan for the Village of Cumberland.

In 2017, the Village of Cumberland utilized funding provided by the BC Rural Dividend Fund towards the development of the *Cumberland Economic Development Strategy 2018-2023* that encapsulates the Village's forward thinking and progressive outlook and recognizes the evolving role of economic developers and their function.

The Village also used this funding in 2018 to hire an Economic Development Coordinator who is responsible for implementing the Economic Development Strategy as well as providing ongoing services in the support, retention and expansion of existing local businesses. The Economic Development Coordinator also facilitates the Village's Economic Development Steering Committee whose purpose is to represent the general public, business community and local interest groups, as well as provide input and guidance in the implementation of the Economic Development Strategy.

In spring of 2019, the Village was awarded further funding on behalf of the BC Rural Dividend Program in order to implement a number of priority projects identified within the Economic Development Strategy, including this Project.

## **2.0 PROJECT OVERVIEW**

The purpose of this Project is for the Village of Cumberland to use funding provided by the BC Rural Dividend Fund to hire a qualified consultant to create an innovative, dynamic Economic Development Web-portal (the Web-portal) that encapsulates the Village's forward thinking and progressive outlook. The Web-portal will provide a means for the Village to provide comprehensive economic development related information

and promote opportunities within the Village that will contribute to the community's economic resiliency and community strength.

The Village is seeking a consultant responsible for all facets of the creation of the website, including coordinating the design phase, providing advice and assistance with content and writing, testing and deployment of the site, and providing training upon implementation, as well as on-going support and maintenance post implementation. The development of a manual to guide website maintenance staff will need to be included in the proposal.

The Web-portal must create a more business friendly environment that facilitates local entrepreneurial spirit, business growth, and investment opportunity. This will be achieved by centralizing pertinent socio-economic and commercial data, presenting Village permitting and licensing information and improving accessibility and functionality through the creation of online communications, forms and applications.

In developing an Economic Development Web-portal the Village is looking to establish a strong market presence by offering a value-added web experience for stakeholders that will increase visibility, value and brand recognition to the community, and ultimately yield jobs and capital gains within the Village of Cumberland and throughout the Comox Valley region.

The Web-portal should serve the interests of the community by efficiently and effectively presenting quality, up-to-date information and being the primary source of information for those with investment and/or business interests within the community (regionally, nationally and internationally).

The creation and implementation of the Economic Development Web-portal builds on recent economic development service delivery work done by the Village and will exist as a standalone site, with connections to, and familiar brand/aesthetic of the Village's existing website ([Cumberland.ca](http://Cumberland.ca)). Examples of similar web-portals can be found at:

- District of Squamish - <https://squamish.ca/business-and-development/economic-development/>
- Cowichan Valley - <https://www.ecdevcowichan.com/>
- Kelowna - <https://www.investkelowna.com/>
- Nelson - <https://www.discovernelson.com/>

### **3.0 PROJECT OBJECTIVES**

In collaboration with Village Staff, the Village of Cumberland is seeking a consultant to develop an Economic Development Web-portal for the municipality. The consultant or team of consultants should be able to provide a comprehensive website solution that demonstrates a keen understanding of the challenges and opportunities of presenting up-to-date and ever-changing local economic and community related data to a wide-range of users, from local Villagers to business and/or development interests from around the world.

This project will require a sophisticated consultant skilled in website planning, interface design (including the creation of online forms), implementation and support. The selected consultant will be also be expected to provide support and/or perform its service in the areas of research and analysis, group facilitation, multi-agency facilitation and creation of marketing materials and other necessary aspects of the Project.

Knowledge of Village of Cumberland competitiveness and provincial and federal economic development, is also a requirement.

The design of the Web-portal should reflect the strengths and opportunities that exist within the Village as presented within the Cumberland Economic Development Strategy 2018-2023 – including its growing reputation as a world-class mountain bike and eco-tourism destination, an amenity rich community with a strong arts and cultural makeup that attracts an eclectic and skilled worked force.

The Web-portal should heavily utilize photos and infographics in order to make supporting data and information (demographics, workforce, local business...etc.) easy to retain. The Village will also use the website as a tool to provide resources to target audiences and to continue to build the Village's brand identity, awareness and attract and retain businesses and investors by:

- Showcasing the strengths and competitive advantages of doing business and investing in the Village of Cumberland;
- Providing current, resourceful information concentrating on the Village's key industry sectors, community profile and community data and statistical measures;
- Improving access to information with respect to the Village's business licensing and/or development permit processes including the creation and use of online communications, forms, applications and other such services.
- Incorporating dynamic charts, graphs, maps and infographic elements to showcase community highlights and advantages;
- Incorporating video clips, profiles, media stories and other marketing pieces;
- Creating seamless gateways to further learn about the Village through various streams including social media accounts;
- Providing a contact information for the Village's economic development staff and partners.

Information should be both visually pleasing and easy to access, delivering directly to the Village's main target audiences, stakeholders, allies and partners. The target audiences for the site and their primary usage of the content are as follows:

- Site selection consultants;
- New and existing business owners/decision makers (local, regional, national, international);

- Real estate industries/interests;
- Local alliances and partnerships;
- Economic development allies;
- Target Industries;
- First Nations partners and neighbor municipalities within the Comox Valley and greater Vancouver Island regions; and,
- Cumberland residents.

The preparation of the Economic Development Web-Portal will occur under the direction of the Economic Development Coordinator and senior management and may include comprehensive engagement and participation of political leaders, business, non-profit, cultural, educational and community stakeholders – including the direct input of an Economic Development Strategy Steering Committee.

#### **4.0 PROJECT ACTIVITIES**

The following Project services, activities and/or deliverables are required as a minimum:

*1. Project discovery*

An in-depth study of the project will be provided with a view to developing a comprehensive Creative and Technical Brief and a Schedule of Work with an outline of specific stages and key dates. The Proponent will attempt to incorporate existing Village branding, however modifications are to be expected.

*2. Information Architecture*

A sitemap will be provided showing all of the pages on the site and how they relate and link to one another.

*3. Hard-copy wireframe*

A hard-copy paper wireframe will be provided, showing links, content and general layout.

*4. Digital wireframe*

A digital wireframe will be provided.

*5. Graphical User Interface (GUI) Design*

GUI design will be provided, with the goal of a professional, modern and long-lasting look. The front-end should be designed using industry standard methodology. The Village will be providing the majority of the photographs for the website; however, an allocation for stock photographs should be included.

*6. Economic and Community Data Review and Incorporation*

Much of the information and/or data to be utilized as content for the Web-portal is available via existing planning documents that have been adopted by the



Village and/or is currently under development. The collection of pertinent content and data will be assisted by the Economic Development Coordinator, however an allocation for content creation (including content copywriting) should be included.

Information to be provided by the Village includes (but is not limited to):

- a) Cumberland Economic Profile (2017) – This information includes current demographic and census statistical data for the Village including:
  - i. Demographics;
  - ii. Workforce stats;
  - iii. Education;
  - iv. Housing; and
  - v. Taxes.
- b) Cumberland Economic Development Strategy 2018- 2023 – The Economic Development Strategy will guide economic development initiatives and decision-making in Cumberland over the next five years. It includes direct input from residents on the goals/objectives of economic development in the Village. This strategy provides a long-term vision and implementation framework for economic development work in Cumberland that can be completed between 2018 and 2023.
- c) Cumberland Investment attraction Action Plan (under development until November 2019) – The Investment Attraction Action Plan is focused on creating a better balance and diversity of tax revenue sources in the Village through the ability to effectively plan and promote economic development opportunities within Cumberland’s vacant commercial and industrial lands. This plan will include information such as:
  - Profiles of local businesses and industry, including the identification of local competitive advantages;
  - Descriptions of community infrastructure and social organizations;
  - Local and regional business trends and opportunities;
  - Commercial property values and availability (including leasing opportunities and rates);
  - Identification of commercial and industrial land use zoning and planning;
  - Existing and future investment-ready sites; and
  - Targeted investment attraction strategies and tactics;

### 7. *Testing*

The site will be rigorously tested to W3C standards.

### 8. *Go-Live*

The publication of the site to the live server. As the current municipal site is a hosted website, web hosting options should be identified in the proposal.

### 9. *Support*

The Proponent must be available during the first few months after go-live, to correct any issues or problems which may not have been immediately detected during the testing phase.

## 5.0 SYSTEM REQUIREMENTS

A cutting edge and easy-to-use content management system (CMS) system is a must. The following section outlines some of the key functionality that the CMS will be expected to contain. This is not meant to be an exhaustive list, we are relying on the Proponent to suggest the CMS which best meets the Village of Cumberland's requirements.

### 1. *WYSIWYG Editor*

The editor must be easy to use and provide the ability to clean up content pasted from Microsoft Word. The editor should have a spelling checker. The user should be picking from existing styles in the Village of Cumberland website and should not be able to pick fonts/colours/sizes that do not fit in the design of the site.

### 2. *Compatibility*

The CMS system/website must be cross browser compatible for both PC and Mac as tested using a Graded Browser Support model. The system must also produce XHTML compliant code and use cascading style sheets (CSS) to separate web content from presentation.

### 3. *Searchable*

The CMS system must provide a full text indexed search to its content. Many of the documents attached to articles in the CMS may be full text PDFs. The text of these PDFs must be searched when a user performs a search of the content. The content (web pages plus attached pdfs) of the site must also be crawlable from an external search engine (such as Google).

### 4. *Accessibility*

The site must be designed with accessibility in mind (i.e. ability to change the font size). The vendor will specify the applicable accessibility standards that the website will meet.

### 5. *Mobile Browser*

The vendor will indicate if a mobile browser friendly version of the site is included with the CMS.

6. *Print Functionality*

Each article on the CMS should have a “Printable” version or a “Print” button so that users can print the text.

7. *Built-in modules*

At a minimum the CMS system should consider including the following functionality:

- a) Creation of a “Doing Business/Investment in Cumberland” page which includes information about, and access to, the Village’s business licensing and development permitting processes and utilizes technologies such as accessible and interactive information, forms and applications.
- b) Development of a “Competitive Advantages” portion that allows new developers/business owners to better understand the local business climate. This page will provide valuable insight regarding the local economy, costs, risks, and incentives of doing business in Cumberland, including, but not limited to:
  - i. Access to transportation network(s);
  - ii. Supportive local government, including established economic development plans/framework;
  - iii. Land uses and availability; and
  - iv. Community quality of life.
- c) A “Key Sectors” area of the website highlighting local and/or regional industry sectors such as aquaculture, agriculture, food processing, manufacturing, renewable energy, tourism, and forestry. This will include a description of existing business trends/opportunities for prospective businesses to analyze local partners and/or competition.
- d) A “Location” area of the website with information about the Village’s location, transportation routes, infrastructure and utilities. This information could be provided via charts, graphical elements, reports in regards to pertinent statistics and information could also include the ability to identify and examine local environmental factors such as wetlands, threatened and endangered species, key habitats, hydrology, flooding, hazardous materials, geology, soils and more..
- e) Development of a “Demographic and Data” area highlighting pertinent statistical data such as:
  - i. Demographics;

- ii. Workforce stats;
  - iii. Education;
  - iv. Housing; and
  - v. Taxes.
- f) Development of a “Living in Cumberland” area that presents the quality of life experiences of Cumberland residences, including the benefits of living and working in Cumberland, such as:
- i. Recreational lifestyle – Access to trails, lakes, mountains
  - ii. Vibrant arts and culture – Events, festivals, races
  - iii. Community – Schools, programs, organizations, volunteerism, public committees
- g) An area of the website highlighting current events, promotions and/or opportunities such as:
- i. Commercial properties currently available for sale or lease;
  - ii. Recognition of the Village’s local and regional partners (with information and links to their external websites)
  - iii. Promotion local businesses, talent, skills and/or workforce; and
  - iv. Positive and/or promotional news stories coming out of the region.

#### 8. *Additional Functionality*

Additional functionality that the Village would prefer to see included in CMS is listed as follows:

- a) The ability to offer client service delivery via the website through the use of online communications, forms, applications and other such services. The website must have sufficient security to offer these services.
- b) Social Media integration (Twitter, Facebook, etc...), as well as Request for Information processing (contact us page).
- c) Time Based Publishing/Retirement of Content.
- d) Ability to archive content.
- e) The ability to tag any content (photos/articles etc.) as “for the archives.”
- f) Asset Library – A place to store photos/videos/documents which can be linked to in web articles.
- g) Link Checker – The CMS system should have a utility to test for broken links and give a report of broken links.
- h) Ability to report on hits/statistics for each page in the website.

The summary of services required is intended to define the work activities as accurately as possible. The proponent is encouraged to use innovation when developing its proposal and propose revisions or alternatives that are considered to be beneficial to the project.

## **6.0 SCHEDULE**

The Project is expected to be completed by Wednesday, February 5, 2020, and key milestones leading to the completion of the project are expected to be as follows:

- June 2019 – Engage Consultant
- June to November 2019 – Web-portal development
- December 2019 – January 2020 – Web-portal content review and upload
- January - February 2020 – Web-portal testing and Village employee training
- February 2020 – Complete and launch Economic Development Web-portal
- February – June 2020 - Finalize Web-portal manual and provide on-going maintenance support to Village Staff (as needed).

## **7.0 REMUNERATION**

- The budget for the completion of this project is a maximum of \$45,000 (plus GST) inclusive of all travel and incidental costs. Meeting venues and reasonable administrative support will be provided by the municipality.
- Invoices shall be paid by the Village up to 80% of the contract value until receipt of the accepted Final Report and deliverables, upon which the remaining 20% shall be paid.
- A summary report with each invoice shall include details of the work performed, the number of hours worked for each day and date, the disbursements expended, and the totals for the period.
- Payment of monthly invoices by the Village shall be made within thirty (30) days after receipt by the Village.

## **8.0 AVAILABLE INFORMATION**

Proponents wishing to submit a proposal are encouraged to review the following materials to confirm the accuracy and completeness of their proposal prior to submission.

Electronic consolidated versions of the following are available on the Village website [cumberland.ca](http://cumberland.ca) (Search Plans, Reports and Studies and Strategic Priorities). (Note that the website does not contain the official version of any referenced Bylaws: The Village does not warrant the accuracy or completeness of the electronic version of the bylaws

and in no event will the Village be liable or responsible for damages of any kind arising out of their use. Please contact the Village directly for official versions of any bylaws.)

- Cumberland Economic Development Strategy 2018-2023
- Cumberland Economic Profile (2017)
- Village of Cumberland Official Community Plan Bylaw 990, 2014 along with map appendixes
- Village of Cumberland 2017 Corporate Strategic Priorities
- 2016 Economic Development Services Delivery Report
- 2016 Comox Valley Employment and Industrial Lands-Based FDI Strategy

There are also documents pertaining to Economic Development in Cumberland that are located on the Comox Valley Economic Development Society website at

[discovercomoxvalley.com/resources/](http://discovercomoxvalley.com/resources/)

## **E. CONTRACT CONDITIONS**

By submission of a Proposal, the Proponent agrees that should its Proposal be successful, the Proponent will enter into a Contract with the Village based on this RFP, the Proponent's Proposal, and any negotiations concluded pursuant to Section B.12.

### **1.0 COMPLIANCE WITH LAWS**

The Consultant will comply with all laws applicable to the work or performance of the Contract.

### **2.0 LAWS OF BRITISH COLUMBIA**

Any Contract resulting from this RFP will be governed by and will be construed and interpreted in accordance with all laws in effect of the province of British Columbia.

### **3.0 INDEMNITY**

Notwithstanding the providing of insurance coverage by the Consultant, the Consultant hereby agrees to indemnify and save harmless the Village, its employee(s), agent(s) and authorized representative(s) and each of them from and against losses, claims, damages, actions and causes of action (collectively referred to as "Claims"), that the Village may sustain, incur, suffer or be put to at any time, either before or after the expiration or termination of this Agreement, that arise out of the acts or omissions, including negligent acts or omissions of the Consultant or its sub-contractor(s), servant(s), agent(s) or employee(s) under this Agreement, excepting always that this indemnity does not apply to the extent, if any, to which the Claims are caused by errors, omissions or the negligent acts of the Village, its other consultant(s), assign(s) and authorized representative(s) or any other persons.

**4.0 INSURANCE**

The Consultant will be required to provide and maintain professional liability insurance in an amount not less than \$1,000,000.00 insuring the Consultants' liability resulting from errors and omissions in the performance of professional services under the Contract. Proof of insurance must be provided to the satisfaction of the Village.

**5.0 REGISTRATION WITH WORKSAFEBC**

The Consultant shall have Work Safe BC coverage for itself, all workers and any shareholders, directors, partners or other individuals employed or engaged in the execution of the Work, and shall comply with all conditions of the Workers Compensation Act and regulations there under. Upon request, the Village may consider providing the Consultant coverage under the Village's existing Work Safe BC coverage. Any such inclusion under the Village's existing coverage shall be at the Consultants expense.

**6.0 OWNERSHIP**

The material produced, furnished and used by the Consultant as a result of this Agreement will be the exclusive property of the Village upon completion of the Work.

**F. PROPOSAL FORM**

**Village of Cumberland Economic Development Web-portal Consultant**

**CLOSING: 10:00 AM PACIFIC DAYLIGHT TIME ON WEDNESDAY, JUNE 5, 2019**

This form must be completed, signed and included with the submission.

The undersigned confirms that their submission is in response to the Request for Proposals for the Village of Cumberland Economic Development Web-portal Consultant and the Proponent acknowledges receipt of addenda # \_\_\_\_\_ through addenda # \_\_\_\_\_

**Name of Firm:**

**Address:**

**Phone:**

**Fax:**

**Email:**

**Contact Name:**

**Position :**

**Phone:**

**Fax:**

**Email:**

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Name and Title**

\_\_\_\_\_  
**Date**