



# Request for Proposal

**Professional Consulting Services  
For  
Website Redevelopment and Management  
And  
Zoom and Webinar Management and Monitoring of Council Meetings**

**Issue Date June 14, 2021**

**Closing Date July 8, 2021**

Contact: John Hodgson CMO  
Clerk Treasurer  
Town of Cobalt  
c/o [jhodgson@cobalt.ca](mailto:jhodgson@cobalt.ca)

---

## 1. General Description of Project

The Town of Cobalt invites qualified firms/consultants to submit a proposal to upgrade and provide hosting of our municipal web site, Facebook page, YouTube accounts and including providing monitoring and hosting services for Municipal Council meetings held by Zoom and Webinar technologies.

The goals of the redesign of the Town's web services are to:

1. Provide simple electronic access to public services, public domain information and serve as a communications tool.
2. Provide increased functionality for both municipal staff and residents and offer user-friendly website that offers robust search capabilities and enhances community engagement.
3. Ensure that the Town provides the most up to date opportunities for the distribution of information to public that includes e-services.
4. Provide information aimed at promoting economic development and attracting new residents and businesses to the municipality.
5. Promote Cobalt's unique Historic Designation as Parks Canada National Historic Site.
6. Be accessible on any mobile device with the same look, feel and content.
7. Provide proactive advice to staff and council on creative web and IT applications for the betterment of community communication.

## **2. The resulting website to include:**

- a) The most up to date concepts with respect to user friendly design
- b) Links to social media account must be included.
- c) Regular updates of local community information on a minimum weekly basis
- d) Updates and information on all municipal public meetings and events, including online access links
- e) Must have the ability to issue alerts for emergency situations.
- f) Have a tab or section or online forms, reports etc.
- g) Council and staff contact information.
- h) Information on local events or things to do.
- i) Resources for resident and businesses
- j) Emergency Service information
- k) Allow for audio / video streaming and repository.

## **3. General Description**

The following is a general description of the process expected in undertaking the website redevelopment project. The Town encourages modification of these general steps by the successful candidate to achieve an enhanced, more efficient and effective outcome that is true to the process previously noted:

- a) Initial start-up / present website assessment with the Clerk Treasurer or designate.
- b) Proposal submitted for expected work plan and schedule, to include proposed project milestones, breakdown of major tasks, and a time/task matrix to clearly identify to the municipality how this work will be carried out and how long it will take to complete the work.
- c) Clearly identify the role and tasks that are required of the municipality.
- d) Implement approved web redesign.
- e) Provide all necessary training to staff.
- f) Assist with website launch date.
- g) Provide ongoing technical support as required.

## **4. Budget**

The Town of Cobalt has finalized its 2021 Budget. If the proposals received are considerably higher than our approved budget, a report to Council for additional funds will be required which may delay or cancel the awarding of the project. Proposals should include details on the items that can be delivered within the scope with an associated budget that outlines the number of days required for tasks contained in the methodology, and per diem rates.

## **5. Accept or Reject Proposal**

The Town reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Town reserves the right to select a Consultant, who in and upon our approval provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interests of the Town. The Town is not obligated to award the contract based on the lowest price or any other particular factor. The Town will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Town also reserves the right to substitute components where the Town considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract. The RFP does not commit the Town to award a contract or to pay any costs incurred in the preparation of a proposal or attendance at a pre-awarded meeting.

## **6. Termination of Contract**

Either the Consultant or Town may terminate the contract, once awarded, at any time upon giving notice in writing at least thirty days prior to the date of termination without penalty or recourse. In the event of such termination, the Consultant will be paid for services up to and including the date of termination.