



# REQUEST FOR PROPOSALS

## Project: Redevelopment of the Literacy Link South Central (LLSC) website

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**Release Date:** Monday January 29, 2018

**Closing Date:** Sunday February 11, 2018 at Midnight

**Submit to:** Summer Burton

**Issuing Organization:** Literacy Link South Central  
255 Horton Street, Suite 3  
London, Ontario N6B 1L1  
519-681-7307

In signing below, prospective vendors indicate that they have read, understood, and agree with the Scope of Work and Proposal Requirements outlined in this Request for Proposals.

This section must be completed by a representative(s) of the applicant's organization who has legal signing authority to enter into contractual agreements.

**(Please Print)**

Organization Name: \_\_\_\_\_

Address: Street: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone # (\_\_\_\_) \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Contact Person: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**LLSC use only:**

Proposal received on: \_\_\_\_\_ (date) at \_\_\_\_\_ (time).

# TERMS OF REFERENCE

## 1.0: OVERVIEW OF LITERACY LINK SOUTH CENTRAL (LLSC)

Literacy Link South Central is a literacy information and referral network serving the 6 counties of Oxford, Elgin, Middlesex, Brant, Haldimand and Norfolk. As a non-profit and registered charity, we are funded primarily by the Ministry of Advanced Education and Skills Development.

**VISION:** We envision improving the quality of life in our community through a well-connected and well-resourced literacy service delivery system.

**MISSION:** In the six counties of Middlesex, Oxford, Elgin, Brant, Haldimand and Norfolk, Literacy Link South Central supports all literacy programs equally and inclusively, respecting diversities in service delivery based on their individual community needs.

Literacy Link South Central's support takes many forms, including:

- Community service planning
- Developing training material for use in literacy programs
- Promoting the value of literacy through presentations throughout the communities we serve
- Providing professional development training for literacy program staff
- Researching and developing resources
- Hosting community events and workshops
- Referring potential literacy clients to programs that can help meet their needs
- Representing literacy in working groups, committees, and advisory boards across the province

LLSC also leads many projects designed to strengthen the communities we serve through education, information, and resources. We are proud to be a partner in our Local Employment Planning Council.

## 2.0: PROJECT RATIONALE AND OBJECTIVES

Literacy Link South Central's website was created over 15 years ago and it no longer fully serves the purpose of this organization and the diverse community it serves. Our current website acts more as a storage site for past resources than as a tool to engage the public and community partners in our business. Literacy Link South Central, as a non-profit organization, has little resources to spare for marketing and technology. That said, we were recently granted funding to update our website and plan to take this opportunity to create a more dynamic, engaging and user friendly tool, for both LLSC staff and the public.

### 3.0: SCOPE OF WORK

#### 3.1: Deliverables

The successful vendor for this RFP will redesign the website [www.llsc.on.ca](http://www.llsc.on.ca) to better meet our organizations, and our clients, current and changing needs. The redesigned site must:

1. Be easy to navigate
2. Reflect of the needs of the diverse population we serve
3. Be mobile friendly
4. Include keyword search features
5. Include a site map
6. Incorporate LLSC's social media platforms
7. Adhere to AODA Accessibility standards
8. Adhere to Employment Ontario visibility guidelines (funder recognition)
9. Allow LLSC staff to make ongoing changes to content, as needed

LLSC Staff will meet with the successful vendor to review website design concepts and best practices identified through a review of other Literacy Network and Program websites across the region.

Following the site's redesign, the successful vendor will be responsible for training LLSC staff on the websites back-end functionality, and responding to update requests and bug fixes during beta testing.

#### 3.2: Timelines

Description	Associated Date(s)
• Request for Proposals released	Monday January 29, 2018
• Proposal due date	Sunday February 11, 2018 at Midnight
• Contract awarded	Wednesday February 14, 2018
• Delivery of the revised <a href="http://www.llsc.on.ca">www.llsc.on.ca</a> website to LLSC	Saturday March 31, 2018

#### 3.3: REPORTING

Summer Burton will be the main point of contact for this project. Inquiries and updates can be submitted to her via email at [literacylink@gmail.com](mailto:literacylink@gmail.com) or by phone at 519-681-7307.

Invoices for this contract will be sent to:

Literacy Link South Central  
255 Horton Street, Suite 3  
London ON N6B 1L1  
*Attn: Kate Goring*

### 3.4: General Requirements

The successful applicant or lead partner must be a registered business licensed to work in Ontario in order to enter into a contractual agreement for this project.

### 3.5: Conflict of Interest

Each applicant must include a statement regarding conflicts of interest in their proposal. For the purposes of this RFP, a potential conflict of interest is identified when a prospective vendor has inside knowledge of, or a previous relationship with, members of Literacy Link South Central's staff or Board of Directors.

The Conflict of Interest statement included in proposals will indicate one of the two following options:

- a) That neither the prospective vendor, their staff, or their organization have an actual, perceived or potential conflict of interest for the purposes of this RFS

or

- b) That if inside knowledge of, or a previous relationship with LLSC staff or the Board does exist, it is declared and the nature of the potential conflict is described fully

Literacy Link South Central will take appropriate steps to evaluate proposals in an ethical manner that prevents actual, perceived or potential conflicts of interest from impacting the selection process. **Please note** that proposals will be disqualified if the applicant fails to provide a statement confirming a lack of, or describing the nature of, conflicts of interest.

## 4.0: PROPOSAL REQUIREMENTS

The successful vendor for this Request for Proposal must provide the following mandatory information. Failure to provide this information may be cause for the proposal to be rejected.

### 4.1: General Approach and Methodology

In the Proposal, prospective vendors will provide a description of their approach and methodology, and how it is designed to meet the objectives of the project.

### 4.2: Work Plan

A general work plan will be included that clearly indicates how vendors will coordinate the scope of work, taking into consideration the timelines indicated in section 3.2 of this RFS. Vendors will also clearly state what their consultation process with LLSC will include, and at what points in the process this will occur.

### 4.3: Previous Experience and Qualifications

The following questions must be addressed in your proposal:

- Who will be doing the work on this project?
- What are that person's relevant qualifications?
- What experience does that person have creating, revising, or designing sites similar the one we are requesting?

#### 4.4: Cost proposal

Interested vendors will submit a cost Proposal bearing the following in mind:

- Cost Range** The anticipated cost to complete all deliverables outlined in this RFP is between \$7,500 and \$10,000 inclusive of HST if applicable. Vendors submitting a cost proposal higher than \$10,000 will automatically be disqualified.
- Evaluation Criteria:** Proposals will be evaluated using a best value approach considering both merit and price. They will be assessed on a point rating system as outlined in section 6.0. Neither the qualifying proposal which scores the highest number of rating points, nor the one which contains the lowest price will be necessarily accepted. Applicant selection will be based on the best overall value to Literacy Link South central in terms of merit.

### 5.0: SUBMISSION REQUIREMENTS

#### 5.1: Submission Due Date

To be considered, all proposals must be received by Sunday February 11, 2018 at Midnight (EST).

#### 5.2: Proposal Response Format

The proposal must be submitted as described in the checklist below. If the proposal is not submitted in the required format it will not be considered.

- Does your proposal include a signed copy of Page 1 of this RFP confirming authority to submit?
- Is your proposal written in English?
- Does your proposal include a confirmation statement regarding Conflict of Interest as per Section 3.5?
- Does your proposal include a general approach and methodology, your previous experience, and an overview of your work plan?
- Does your proposed cost fall in the budgeted range of \$7,500 - \$10,000?

Proposals are to be submitted electronically to Summer Burton at [literacylink@gmail.com](mailto:literacylink@gmail.com) with the subject line "LLSC website redevelopment." If necessary, hard copies of proposals can also be mailed to Literacy Link South Central, but must be received by the closing date to be considered. If not submitting electronically, please deliver to:

Literacy Link South Central  
255 Horton Street, Suite 3  
London ON N6B 1L1  
*Attn:* Summer Burton  
*Re:* LLSC website redevelopment

Proposals and information submitted with proposals will not be returned to unsuccessful applicants. Information contained in proposals will be considered confidential and shared only with the proposal review committee

## 6.0: EVALUATION CRITERIA

An Evaluation Team composed of representatives from Literacy Link South Central will review submitted proposals. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this Requests for Service.

<b>Criteria</b>	<b>Weight</b>
<b>Project Design</b> <ul style="list-style-type: none"><li>• Approach and methodology</li><li>• Clarity of Work Plan</li><li>• Understanding of project goals and requirements</li><li>• Strategy to meet applicable timelines</li></ul>	50%
<b>Experience</b> <ul style="list-style-type: none"><li>• Relevant Qualifications</li><li>• Past performance with similar projects (experience)</li></ul>	25%
<b>Budget and Presentation</b> <ul style="list-style-type: none"><li>• Clarity of written proposal</li><li>• Creative and innovative approach</li><li>• Total cost for project</li></ul>	25%
<b>MAXIMUM</b>	<b>100%</b>