



Canada Council
for the Arts

Conseil des arts
du Canada

**WEB CONTENT MIGRATION SERVICES
REQUEST FOR PROPOSAL**

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THE CANADA COUNCIL FOR THE ARTS

WEB CONTENT MIGRATION SERVICES

REQUEST FOR PROPOSAL

1.0 GENERAL INFORMATION & INSTRUCTIONS

1.1 PURPOSE FOR THE RFP

This request for proposal (RFP) invites individual consultants and consulting firms (the Firm) with expertise in providing Web content migration services to the Canada Council for the Arts (the Council).

1.2 ABOUT THE CANADA COUNCIL FOR THE ARTS

The Canada Council for the Arts is Canada's national public arts funder, with a mandate "to foster and promote the study and enjoyment of, and the production of works in, the arts."

The Council champions and invests in artistic excellence through a broad range of grants, services, prizes and payments to professional Canadian artists and arts organizations. Its work ensures that excellent, vibrant and diverse art and literature engages Canadians, enriches their communities and reaches markets around the world.

The Council also raises public awareness and appreciation of the arts through its communications, research and arts promotion activities. It is responsible for the Canadian Commission for UNESCO which promotes the values and programs of UNESCO in Canada to contribute to a more peaceful, equitable and sustainable future. The Canada Council Art Bank operates art rental programs and helps further public engagement with contemporary arts.

The Council is governed by an 11-member Board. Members of the Board and the Director/CEO are appointed by the Governor in Council. The Council works closely with federal, provincial, territorial and municipal arts and cultural agencies and departments.

A federal Crown corporation created through an Act of Parliament in 1957, the Council reports to Parliament through the Minister of Canadian Heritage and Official Languages. It receives funding from Parliament and its annual budget is supplemented by endowment income, donations and bequests.

For more information in regards to the above-mentioned, please refer to Council's following websites:

- Canada Council for the Arts: <http://canadacouncil.ca/>
- Public Lending Right Program: <http://www.plr-dpp.ca/>
- Art Bank: <http://artbank.ca/>
- CCUNESCO: <http://unesco.ca/>

1.3 BACKGROUND

The Canada Council for the Arts is Canada’s national public arts funder. The Council promotes artistic excellence in Canada and nurtures public appreciation for the arts across the country and abroad through the canadacouncil.ca website and subsidiary sites. It is responsible for the Canadian Commission for UNESCO which promotes the values and programs of UNESCO in Canada to contribute to a more peaceful, equitable and sustainable future.

As part of the Canada Council for the Arts, the Canadian Commission for UNESCO serves as a bridge between Canadians and the vital work of UNESCO: the United Nations Educational, Scientific and Cultural Organization. By promoting UNESCO values, priorities and programs in Canada and by bringing the voices of Canadian experts to the international stage, the Commission contributes to a peaceful, equitable and sustainable future that leaves no one behind. The Commission is a network of networks that helps Canadians share knowledge, locally and globally, in order to build peace in the minds of men and women. To do so, CCUNESCO facilitates cooperation in the fields of education, sciences, culture, communication and information to address some of the most complex challenges facing humanity. Their activities are guided by the United Nations’ 2030 Agenda for Sustainable Development and other UNESCO priorities. The Commission operates under the authority of the Canada Council for the Arts.

The Commission’s website is currently being redesigned to improve CCUNESCO’s Web presence and effectively share its mission throughout Canada and internationally, as well as reposition the Commission to be more relevant, engaging and supportive to its immediate stakeholders.

The Canada Council is seeking content migration service providers to help migrate content to the newly redesigned Canadian Commission for UNESCO website, scheduled to launch on December 18, 2017. The Web development phase of the redesign is currently underway.

1.4 ACCEPTANCE OR REJECTION OF PROPOSALS

It is the intention of the Council to consider the proposals submitted and to not be precluded from negotiating with one, or more than one, of the parties responding to this RFP to finalize technical and commercial terms. **The Council reserves the right to accept any proposal, or any part of a proposal submitted that is deemed, in the sole discretion of the Council, to be the most advantageous to it.**

The proposal having the lowest cost shall not necessarily be accepted and the Council may take into account any criteria in evaluating responses to this RFP. The Council is not obliged to provide reasons to any responding parties with respect to any use of the Council’s discretion.

The Council reserves the right, in its sole discretion, to seek further information from, or clarification of, any proposal submitted in response to this RFP, and is entitled to utilize any such information or clarifications received in deciding which proposal it may accept, if at all.

1.5 RFP DATES & DEADLINES

The following schedule will be followed for this RFP:

RFP posted to MERX and Website	October 9, 2017
Deadline for questions regarding the RFP	October 13, 2017 prior to 5:00 p.m.
Deadline for submissions	October 20, 2017 prior to 5:00 p.m.
Evaluation of bids	Week of October 23, 2017
Contract negotiations	Week of October 30, 2017
Start of contract	November 10, 2017

Period of Validity of the Proposal: Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

1.6 CONFIDENTIALITY AND COUNCIL'S OBLIGATION

All information, including the RFP, provided to the Firms shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Firm for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the [Access to Information Act](#) s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. "confidential" - three indicators of confidentiality:
 - the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;
 - the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
 - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
3. supplied to a government institution by a third party; and
4. treated consistently in a confidential manner by the third party.

1.7 TERMS & CONDITIONS

Successful firm(s) will be required to enter into a Contract with the Council which will embody the terms of this RFP and any subsequent negotiations or clarifications. The Council reserves the right to modify or amend this form of agreement prior to its finalization and execution with the party submitting the successful proposal.

1.8 REQUESTS FOR INFORMATION

Please submit any questions in writing, via email, to the contact below and the Council will respond accordingly. To ensure that all firms receive equivalent information, the Council will post applicable clarification questions and responses on MERX. Deadline for submitting questions is October 13, 2017 at 5:00 p.m. EST (Ottawa local time).

Enquiries concerning any aspect of this RFP can be directed to:

Contact Name: Nathalie Mendonça

Contact Title: Manager, Web and Brand

Email: nathalie.mendonca@canadacouncil.ca

1.9 INSTRUCTIONS

1.9.1 INTENTION TO REPLY TO RFP

Please reply via email (address in section 1.8) that you have reviewed this RFP and of your intention to submit a proposal by October 13, 2017 . A return email address must be shown in the proposal.

1.9.2 RECEIPT OF PROPOSAL

The completed RFP submission shall be received electronically by email on the proposal due date of October 20, 2017 prior to 5:00 pm EST (Ottawa local time). Firms are requested to keep their RFP submission size to under 20 MB. Please indicate the RFP title in the email's subject line.

All proposals must be:

- 1) signed by a duly authorized officer;
- 2) include a statement that the firm has examined and understood the RFP and all addenda (as applicable), and
- 3) state that the Firm has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the [timeframes](#) specified in this proposal.

Consulting firms are responsible for ensuring that submissions are received by the Council prior to the proposal due date and time. Late submissions received after the closing date and time will be disqualified from competition and not evaluated.

1.9.3 FORMS OF PROPOSAL

To ensure that all proposals are uniformly evaluated, they must be submitted in the format prescribed in [Appendix A](#) of this RFP.

The proposal should completely address each element of the Council's requirements as outlined in [Section 2.2 \(Service Requirements\)](#). Changes or enhancements should be clearly identified and explained. The Firm may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

1.9.4 MODIFICATION OF PROPOSALS

Firms may modify their proposals up to the specified closing date and time.

1.9.5 AMENDMENTS OR WITHDRAWAL OF THE RFP

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be posted on MERX. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Firms must acknowledge receipt of all addenda in their proposal.

1.9.6 **RETURN OF PROPOSALS**

Unsuccessful proposals will not be returned to the Firm.

2.0 COUNCIL'S REQUIREMENTS

2.1 OVERVIEW

The CCUNESCO's website is currently being redesigned to improve its Web presence and effectively share its mission throughout Canada and internationally, as well as reposition the Commission to be more relevant, engaging and supportive to its immediate stakeholders.

Since the beginning of 2017, the Commission has worked with external consultants to develop the Web strategy, information architecture and wireframes as well as develop a new look and feel for the website.

The Council is looking for help from a consultant to migrate the content from the old site to the new site as well as populate the redesigned site with new content. The Web development phase of the redesign is currently underway and the launch of the new website is planned for December 18, 2017. The website counts a maximum of 100 pages per language. The selected firm will be working closely with the Web developers and the Council's Web and Brand team.

2.2 SERVICE REQUIREMENTS

The purpose of this Request for Proposals (RFP) is to seek proposals from bidders interested in providing Web content migration services for the CCUNESCO website. Bidders should have the ability to scale up their resources as needed in order to ensure we meet our launch date of December 18, 2017. Services include moving content from the old site to the new site as well as adding new content from webpage text to links, file types, metadata, permissions and targeting, etc.

Quality Assurance

The Contractor will be in close contact with the Project Authority at all stages.

The Contractor must verify the quality of their deliverables (i.e. no errors to the text during migration where added, content is migrated to the proper sections of the website, content has been copied using the proper page template) prior to delivery. Verification shall include ensuring that the content has been migrated according to the Project Authority's instructions.

Where the Project Authority indicates that the completed work does not meet the Council's quality requirements and instructions, the Contractor must make the necessary corrections at no additional cost to the Council. Corrections will be completed within a mutually agreed upon time frame.

The Contractor must:

- 1) meet with the Project Authority and complete the planning phase of the project (meetings may take place via teleconference);
- 2) complete the migration of all pages of the website;
- 3) provide a project manager who will be responsible for all activities undertaken by the Contractor;
- 4) complete assigned work according to pre-defined schedules;
- 5) advise the Project Authority in writing when a deadline date and time for project completion cannot be met and receive written approval from the Project Authority before extending a deadline;
- 6) advise the Project Authority in writing when additional costs may be incurred as a result of scope changes, provide an estimate and receive written approval from the Project Authority before commencing the additional work;
- 7) provide quality assurance monitoring on all deliverables;

- 8) be proficient in working with content management systems (Sitecore CMS experience would be an asset);
- 9) have basic knowledge of HTML;
- 10) understand reading order and accessibility and implement best formatting practices (H1, H2, H3);
- 11) liaise with the Project Authority and any stakeholders identified by the Project Authority for discussions, project reviews and other related project management activities during regular business hours (for the purposes of this requirement, this means between 8:00 a.m. and 5:00 p.m. EST);
- 12) provide the final deliverables according to the project schedule.

2.3 GENERAL TIMEFRAME REQUIREMENTS

Exact timelines will be defined with the successful Firm. However, the following general timeframes are being planned for as follows:

- Content migration is scheduled to start no later than November 11, 2017
- We are allocating 20 days for migration of English and French content

2.4 OTHER REQUIREMENTS

No other requirements.

3.0 EVALUATION OF THE PROPOSALS

3.1 SCORING

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Proposal is submitted according to instructions (Pass/Fail)
- Firm's capability (70%)
 - o [Section A: Executive Summary of the Proposal](#)
 - o [Section B: Profile of the Firm](#)
 - o [Section C: Suitability of the Firm](#)
 - o [Section D: Service Requirements](#)
 - o [Section E: Service Standards](#)
 - o [Section F: References](#)
 - o [Section G: Timeline Requirements](#)
- Firm's pricing schedule (30%)
 - o [Section H: Pricing Schedule, Experience & Value Added](#)
 - o [Appendix B](#)

Firms are required to demonstrate in their proposal that they are able to satisfy the above criteria. Council reserves the right in its sole discretion to request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

3.2 SHORT-LIST

A short-list of Firms will be selected on the basis of Council's analysis. Firms on the short-list will be notified in writing and Council reserves the right to request a one-hour presentation to the Council's Selection Committee.

The Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements.

3.3 AGREEMENTS WITH SUCCESSFUL FIRMS

The Council shall enter into negotiations with the successful Firm(s) with a view to finalizing a Contract for services (the contract), on terms acceptable to the Council. The contract shall be for a period of a maximum of **10 weeks** in favour of the Council. The Council reserves the right to cancel the contract at any time if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Firm, the Council may disqualify that Firm and re-evaluate the remaining proposals without obligation or claim against the Council.

All proponents will be advised on the results of the RFP, including disclosure of the name of the winning proponent, once the proposals have been reviewed and the final negotiations with the winning proponent have been finalized and agreed. Notifications will be done via an email and/or telephone conversation

with all the proponents at the discretion of the Council. Within 15 days after notification of award, unsuccessful proponents may request a debriefing on their proposal to be scheduled at a later date.

4.0 WORK TERMS

4.1 TASKS

Specific tasks, activities, deliverables, and Initiative/Project timelines or milestones will be determined by the Project Authority during negotiation of the contract. The Project Authority will negotiate with the contractor the level of effort (number days), nature and/or scope of each task.

Work could include:

- 1- Plan kick-off meeting;
- 2- Provide project plan and timeline;
- 3- Migrate content and assets from the old site to the new site as well as input new content;
- 4- Format content as per Website styleguide;
- 5- Provide QA on all deliverables for migration errors, formatting and HTML errors.

4.2 CLIENT SUPPORT

The Council's Project Authority will:

- Provide overall project management authority;
- Provide the Firm with background documents for review;
- Assist the Firm with obtaining Council documents and data, when required;
- Will be the source of final approval and acceptance of all deliverables; and
- Provide feedback to the Firm on all deliverables.

4.3 DELIVERABLES AND ASSOCIATED SCHEDULE

Deliverables can include project work plans, findings assessment reports, process documentation and other related deliverables.

Deliverables include:

- Project Plan;
- Project Schedule;
- Migrate up to 200 pages of content to the new site in both English and French;
- QA of all migrated pages for migration errors, formatting and HTML errors.

4.4 OFFICIAL LANGUAGES

Communication between parties will be primarily in English, while deliverables will be completed in both official languages. Therefore, the resources assigned to this project must be comfortable working in both official languages.

4.5 WORK LOCATION

The work shall be carried out either at the offices of the Council or the Firm.

4.6 TRAVEL

No travel outside the NCR will be required. Travel within the NCR will not be reimbursed.

APPENDIX A - PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, the submissions must be divided into the following sections:

SECTION A AN EXECUTIVE SUMMARY OF THE PROPOSAL

SECTION B A PROFILE OF THE FIRM

This section should include:

- company legal name and Canadian address;
- contact information for person responsible for RFP submission;
 - Name, Title, Phone, E-mail
 - Authorized Signature and Date
- website;
- professional memberships;
- number of years in business as content migration service provider firm in Canada;
- number of core customers;
- financial capacity;
- geographical area of operation;
- a brief description of your company, including the number of FTEs (employees versus contract personnel), average length of employment, an organizational chart and a brief resume of each senior manager.
 - Provide details that would be specific to this engagement

SECTION C SUITABILITY OF YOUR FIRM

This section should describe in two pages why you feel that the Firm is best suited to serve the Council's content migration requirements.

Please describe what work the Firm has done in terms of providing content migration services with (a) Crown corporation(s), or (b) similar type of agencies and/or organizations, and (c) with organizations working in the arts and culture sector. A demonstrated knowledge and understanding of the arts and culture sector will be a bonus.

The Firm must be able to demonstrate experience in providing content migration services for similar corporations and agencies .

SECTION D SERVICE REQUIREMENTS

This section should be broken into sub-sections that respond to each of the requirements identified in the [Council's Service Requirements](#) (2.2) of this RFP. The Firm must provide project summaries describing at least two (2) engagements related to each project/service/requirement completed in the past three (3) years and must show experience and qualifications with similar corporations and agencies. The Firm must demonstrate qualifications for each of the requirements and articulate what value they brought to their client through the delivery of that service.

SECTION E SERVICE STANDARDS

This section should describe the Firm's approach, methodology and accelerators for managing and delivering on project engagements of this nature (based on the examples identified in [Section D](#)).

This section should also address the following:

- Firm's ability to provide a highly personalized, responsive and practical service, and meet established project deadlines;
- Firm's proposal for problem resolution if the proposed work is unsatisfactory;
- Firm's ability to provide a high level of service to Council in both official languages.

SECTION F REFERENCES

Please provide three references of comparable, existing corporate clients including the names of the senior contacts, phone number and email. Summarize the work that was done for their organization and the year(s) the service was provided. At a minimum, one of these references must come from Government of Canada departments, agencies or Crown Corporations. Private sector references may also be provided in addition, if desired.

SECTION G TIMELINE REQUIREMENTS

This section should describe the Firm's ability to meet the timeframes indicated in [Section 2.3](#) and demonstrate availability and capacity to deliver on the Council's service requirements in the timeframe requested.

SECTION H PRICING SCHEDULE, RESOURCES & VALUE ADDED

This section should state the total value of the contract and outline the rates for services for each resource category (see [Appendix B](#) for the roles). Resumes must be provided for each of the roles to demonstrate the Firm's breadth of experience and availability of these resources to immediately start work on the proposed requirements.

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.

APPENDIX B – PRICING SCHEDULE, RESOURCES & VALUE ADDED

As a requirement to complete the Proposal, a pricing schedule must be included.

B.1 PRICING SCHEDULE

To ensure that all proposals are evaluated equally, please provide a rate for each of the roles identified below:

Fee Schedule

	\$/Hour	Daily Rate
Content migration		
QA		
Role		

Note: If additional roles would be required to provide the services requested by the Council, list the role, rate and provide a description of the expected need for that type of resource.

B.2 KNOWLEDGE, EXPERIENCE AND CAPABILITY

It is important to the Council to have competent resources who have been dedicated by their Firm to work with the Council. Describe the resources, including their knowledge, qualifications and experience to provide the services required by the Council. Please provide resumes for each of the roles identified above.

B.3 VALUE ADDED

Indicate whether your Firm would provide thresholds for pricing influenced by spending or if any additional incentives such as early payment terms or grouped project discounts could apply.

Describe any other value added services that your Firm could provide. Explain where there would be any additional financial advantage if your Firm was awarded work.