



CONSTRUCTION SAFETY NOVA SCOTIA

Website Redesign

April 9th, 2018

Request for Proposal

Deadline for Submission

2:00pm May 2nd, 2018

Construction Safety Nova Scotia

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I. Introduction

Construction Safety Nova Scotia has issued this Request for Proposal (RFP) in order to select and contract a company (“vendor”) to redesign the association’s website www.constructionsafetyns.ca, allowing it to be user-friendly on all devices, modern and built with responsive web design.

Construction Safety Nova Scotia is seeking proposals from qualified, experienced website development companies to design, develop and implement its public-facing website. The chosen strategic partner must be a firm that has experience working on content for the construction safety industry, and expertise with best practices regarding:

- Successful website redesign
- User experience and usability testing
- Information architecture
- Website development and deployment
- Website hosting
- Content strategy
- Social media integration
- Search engine optimization
- Responsive design.

This RFP does not obligate Construction Safety Nova Scotia to award a contract. Construction Safety Nova Scotia reserves its right to cancel the solicitation if it is considered to be in its best interest.

Opportunity Description

We are searching for a vendor to redesign and build a new website to drive engagement among our members and the industry we serve.

The new website will replace an existing one that does not fully reflect the state of our association, is not user-friendly across all devices, and requires technical resources to make even basic changes. We’re hoping the new site can be launched in 5 months after the start of the project.

Organization Overview

Construction Safety Nova Scotia is a not-for-profit association funded by and responsible to the construction industry. As an organization, Construction Safety Nova Scotia is a highly regarded leader in Occupational Health and Safety (OHS) services. We were established in February 1994 and our mission is to achieve a positive occupational health and safety culture within the Nova Scotia construction industry through the provision of quality, accessible and affordable services.





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Background

The current website was launched in February 2013 and while it has been updated over the years to reflect our evolving training courses, the time has come to redesign the approach from the ground up to include more functionalities that connect to our initiatives.

Challenges to overcome during this project include:

- The need to establish consensus among many department initiatives and merge their websites into one main website (e.g. www.iamcelt.ca)
- Implement an innovative approach to allow resume upload of CELT certified individuals for public search
- Meeting our current needs while also creating a website that is built to grow, scale, and be flexible to accommodate new features and functions as need arises

Project Goals

We are undertaking this initiative to:

- Establish Construction Safety Nova Scotia as the industry leader and improve our ranking on google searches
- Improve the user experience across all devices and screen sizes
- Increase member engagement and build awareness around safety
- Promote safety training schedules/opportunities and provide a simple approach for user registration
- Provide intuitive navigation, comprehensive site search, and integrated services





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II. Project Specifics

Project Objectives

The objectives for this project include:

1. **Interactive and Engaging Website** – We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows visitors, and members to complete their tasks quickly and easily regardless of the device they are using. The solution should also be easy to maintain for our internal communication team. Preferred platforms (Wix, Wordpress, Squarespace)
2. **Research-Based Design** – We want a site that meets the unique needs of our association, and the industry we serve. Our vendor should employ a strategic research-based and data-driven process to gather input, define expectations and design a consistent, user-friendly navigation framework for the website that meets the needs of all users
3. **Responsive Site** – Our new website should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. We are seeking a website that will adapt to a wide variety of devices, computers, tablets and mobile smart phones
4. **Reimagined Information Architecture** – The menus, content callouts and other information architecture queues should expose users to related content and new topical area
5. **Accessible Site** – Our new website should comply with World Wide Web Consortium’s (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA compliance) and Section 508 of the Rehabilitation Act of 1973. In addition, the vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium’s (W3C) Web Accessibility Initiative (WAI), and train our users in creating accessible content
6. **Measurable:**
 - a. To improve our visitors’ experience, we need the ability to measure more aspects of the online user experience
 - b. Our current setup of systems makes analytical understanding of the user journey difficult and gives us limited data to work with
7. **Flexible:**
 - a. Creating a website that is built to grow as our needs and initiatives evolve
 - b. The website must integrate with internal systems to pull information from our learning management systems and display the training schedules
 - c. The website should be able to accept online payments for courses and product store items (including a workflow to calculate shipping cost for purchased products based on location)





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Specific Feature Requirements

Construction Safety Nova Scotia has determined that the new website, at a minimum, will require the following features:

COR Database – Functionality needed for displaying COR certified companies. This functionality requires a connection from the website to our Learning Management System. A user should be able to search for a COR certified company either by geographical area or type of trade

Resume Bank – Functionality allowing for users to upload their resume and potential employers to search this database

Accessibility Add-ons – Accessibility software embedded in the website that offers users access to larger fonts and audible content

Advanced Site Search – Search functionality should allow users to sort search results by date, content, title or relevance; users should be able to filter by type of content

Calendar – The ability to link the calendar to all our training schedules

Promotions – Dynamic/revolving spot allowing for partnership promotions and in-house events etc.

Events – An innovative page for marketing our events and project initiative

Social Media Integration – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media

Embedded Audio/Video/Media and Social Media – The website should facilitate easy embedding of audio, video, media and social-networking applications with associated embed codes

Contact Us Form – Users should have the ability to contact a staff member through the use of a “contact us” form on the website for each department

FAQ Tool – The solution should have a FAQ section that allows an unlimited number of FAQ categories or types to be added to the site, with an unlimited number of items allowed to be added within each individual category

Document Archive – The website should include a document archive for specified categories of documents with built-in filtering abilities and search capabilities e.g. newsletters, training schedules etc.





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E-Newsletter – The solution should have E-newsletter tool functionality and account for the ability to allow users to subscribe (and unsubscribe) to our newsletters

Service Director – A service directory organizes the functions of an organization instead of departments. This is key to serving the needs of the community by letting users search by topic or services. The service directory should allow users to search by keyword and should filter by category

Online Payments – The ability to process product sales/register for training and allow users to input the payment method of choice. For security purposes, credit card and confidential financial information should not be stored on the system. The solution should integrate with online forms

Resource Room – A dedicated area to upload documents, forms etc. and allow users to search and download these resources. Construction Safety Nova Scotia requires the ability to continually upload and remove new/old documents.

Target Audiences

We hope to further refine and, as needed, expand our understanding of our target audiences. At present these groups are best defined as follows:

1. Members, who seek to stay connected with us through our newsletters, training schedules, events etc.
2. Construction firms, who require safety training for employees and COR certification
3. Consumer of construction services e.g. homeowners who would be interested in searching our website for COR certified companies
4. Support seekers (members and associate members), who reach out to the organization seeking instructions, tips, best practices, and/or guidelines
5. Youth workers and youth planning to enter the industry, who seek basic safety certification e.g. WHMIS, First Aid, CELT
6. Department of Labour and Advanced Education and Workers' Compensation Board (WCB)
7. Local and national safety-focused associations and organizations, who seek up to date information on our organization and
8. Construction Employers, who will have the opportunity to view our database of safety certified youths





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III. Technology Overview

Technology Requirements

Our technical requirements for the new website must include, but are not limited to, the following:

- Exist on a popular and well-supported open source platform, such as WordPress, Wix or Squarespace
- Remain up to date, stable and secure
- Scale as we grow and increase our website traffic, product services and features
- Allow for maximum flexibility and customization
- Have documentation of the CMS implementation and any web customizations, including custom modules and the architecture/logic they contain
- Perform well across all device types and browsers
- Support a wide range of embedded media, including video and audio files, and allow for easy administration of them
- Incorporate Search Engine Optimization tools and best practices
- Provide robust analytics and behavior tracking features
- Allow for integration, including single sign-on, with popular third-party applications
- Be WCAG 2.0 compliant and incorporate HTML5

Current Technology Details

The current main website was developed in February 2013 by Nicom and is hosted by www.managed.com. In addition to the main website www.constructionsafetyns.ca we also oversee the CELT and the Culture Safety website which are products of two internal department projects. As part of our initiative to redesign the main website, we are seeking to merge the CELT www.iamcelt.ca under the main website.

The CELT website was developed in 2017 and is hosted through National PR. Construction Safety Nova Scotia owns and manages all domain names.





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IV. Design Requirements

The final version of the design should be a collaborative effort between Construction Safety Nova Scotia and the vendor, incorporating elements that effectively represent the association's brand and image through a data-driven and consultative development process.

The vendor should utilize a data-driven design process to gather information to complete a comprehensive redesign of our website. The techniques should include the best practices of usability and user experience:

Homepage heat mapping – the vendor should use heat mapping to collect information about every action taken on the current site to review functionality and behavior. The heat mapping should include where people have clicked, scrolled and hovered on the page.

Accessibility validation (WCAG 2.0) – the vendor should analyze the accessibility of the current site and make recommendations for the new site.

Site analytics – the vendor should utilize historical site analytics to understand patterns and information useful to the development of the new site.

Mobile usability – the vendor should analyze the current site for mobile usability and review the mobile site statistics to understand the needs of the current visitors.

User usability testing – usability testing allows vendor to conduct user research with participants in their natural environment to test interaction and identify issues with navigation and layout. The result of the usability design study should be a written report with design recommendations and a wireframe version of the proposed new website.





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Specific Guidelines

Accessibility – The new website design and associated elements should comply with WCAG 2.0.

Consistent Website Design – Website design must remain consistent throughout all pages to maximize usability, except where differentiating between departments or sections of the website as requested by Construction Safety Nova Scotia.

Design Overview – The new website must be visually appealing, incorporating the Construction Safety Nova Scotia colors and logo where appropriate.

Design Process – The vendor shall develop an original design and over a period of time during the development of the website, consult with key members of Construction Safety Nova Scotia website redesign committee to make revisions and alterations to the vendor's original design submission.

Easy Updating – Design elements should include background images, photographs, logos and buttons that are easily updated or swapped out by our staff at any time and without incurring any additional implementation or update charges.

Website Design and Content Ownership – Ownership of the website design and content should be transferred to Construction Safety Nova Scotia upon completion of the project.

Responsive Website

Understanding there are two ways to build a responsive website – using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that is built for the distinct needs of that device. Construction Safety Nova Scotia is seeking a vendor with experience building a responsive design website.

The vendor is expected to produce a responsive website to meet the needs of users accessing the site on a variety of devices, including computers, tablets and smart phones. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. Responsive site creation that includes, but not limited to:

- Creation of responsive templates
- Creation of fluid grids
- Navigation redesign
- Taxonomy and site map
- Image adjustments





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Content Templates

At a minimum our website will need content templates and/or layouts for the following types of pages – note we will need the ability to add more over time:

1. Home page template
2. General content page template to support text, image, and video content
3. Custom narrative content template
4. Press release and news template
5. Event pages templates
6. Support portal pages
7. Landing pages
8. Product store pages

V. Terms of Service

Construction Safety Nova Scotia wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

VI. Evaluation of Proposal

Construction Safety Nova Scotia intends to conduct a comprehensive evaluation of proposals received in response to this RFP. All proposals that are properly submitted will be evaluated by the Evaluation Committee.

Contract Discussions

Upon approval by the committee, Construction Safety Nova Scotia shall enter into contract discussions with the Successful Vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable time (as determined by Construction Safety Nova Scotia), then contract discussions will be terminated and contract discussions with the next highest-ranking Vendor will commence.

Notice of Award

All vendors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all vendors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.





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VII. Vendor Qualifications and Obligations

All questions contained in this RFP must be answered. Failure by a vendor to answer all questions may result in the proposal being rejected.

Documents to be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

Executive Summary

- Summarize on one page or less the key services you are proposing. Explain which RFP requirements these services are intended to meet.
- Describe your overall strategy and approach for redesign Construction Safety Nova Scotia website.

Company Profile

- Provide a brief overview of your company history, date of operation, location and similar projects
- Describe the process of how your company works with remote customers

Vendor System Information

- For hosted solutions, describe your hardware and software configuration as Attachment A.
- Describe the architecture, languages and tools used to develop your proposed solution.
- Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

Services and Implementation

- Explain your experience in developing responsive websites
- Describe your experience in working with the Construction Safety Industry
- Submit a detailed implementation plan which will address requirements, customizations, content migration, implementation schedule, delivery milestones, wire frames and responsibilities for each party as Attachment C in your response
- Describe any optional services that could be included with our solution:
 - Advanced training
 - Content strategy
 - Branding
 - Site health checks
 - Site analytics reporting





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Client Examples

- Provide three examples of responsive websites your company has developed
- Clearly explain the design objectives, the outcome
- Provide three client references in your proposal

Documentation and Training

- Provide a sample of the type of documentation that will accompany the delivery/hand-over of the website
- Describe the training that accompanies the system implementation

Software Support and Maintenance

- Describe the support/maintenance programs available for a hosted solution
- Describe your service level agreement for uptime

Costs

Construction Safety Nova Scotia requires a firm quote on the full website redesign, development and hosting.

At minimum, it is required that each vendor provides a budgetary proposal for the full scope of the work described in this RFP. Provide detailed pricing information for the proposed solution. Include list prices and discounted prices if there are special rates for Non-Profit.

Only include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

Ongoing Costs

- Identify the annual Hosting or Subscription Fee
- Identify the hourly rates for custom development and ongoing maintenance if required





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VIII. Timeline

The following dates are provided for guidance only and are subject to change:

<i>Milestone</i>	<i>Relevant Date</i>
<i>RFP Opens</i>	<i>April 9th 2018</i>
<i>Deadline for questions</i>	<i>April 18th 2018</i>
<i>RFP Closes</i>	<i>May 2nd 2018</i>
<i>Proposal Review/Short List</i>	<i>May 16th 2018</i>
<i>Presentations by Selected Vendors</i>	<i>May 30th 2018</i>
<i>Project Award Announcement</i>	<i>June 13th 2018</i>

RFP Opens

When the RFP opens vendors will be notified of the opportunity in a number of ways:

1. Vendors known to CSNS will be contacted directly via email;
2. Vendors will be contacted via their websites.
3. RFP will be posted on the CSNS website, www.constructionsafetyns.ca

RFP Questions

Vendors may ask clarifying questions regarding the website redesign opportunity and CSNS requirements until April 18th, 2018. Answers will be posted on Tuesdays and Fridays in the form of addendums to this RFP and will be posted on the CSNS website. Vendors are asked to acknowledge all of the addendums as part of their response.

RFP Closes

Vendor proposals must include the following parts in separate files:

- Technical Proposal
- Financial Proposal

Email bids are the preferred method for this Request for Proposal. Please send your completed proposal to Cavita Persad cpersad@constructionsafetyns.ca by the proposal deadline. Responses to this RFP will be accepted until 2 PM ADT, Wednesday, May 2nd, 2018. No responses will be accepted after this time.

Proposal Review/Short List

Vendor's responses will be reviewed by CSNS internal team. At this time, CSNS may contact vendors to clarify particular parts of their proposal. The clarification response will be considered part of the vendor's proposal and included in all reviews and evaluations.





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Presentations by Selected Vendors

The vendors with the top scores will be selected to provide a demonstration of their solution.

Contract Award

A contract may be awarded to the most suitable vendor based on the evaluation. CSNS reserves the right to refrain from awarding a contract if it is determined that no suitable vendor has been found.

IX. Contact Information

This RFP is issued by Construction Safety Nova Scotia, 35 MacDonald Avenue, Dartmouth, Nova Scotia, B3B 1C6. The points of contact for all questions or requests for additional information are:

Technical Inquiry Contact:

Cavita Persad
Communications and Project Manager
Tel: 902 468-6696 / 1-800-971-3888 ext. 34
Cell: 902-580-3570
Fax: 902 468-8843
Email: cpersad@constructionsafetyns.ca

Contracting Contact:

Damon Alcock
Chief Safety Services Officer
Tel: 902 468-6696 / 1-800-971-3888 ext. 38
Cell: 902-476-8157
Fax: 902 468-8843
Email: dalcock@constructionsafetyns.ca

All contact with personnel employed by Construction Safety Nova Scotia except for the contact persons named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

***Proposal responses submitted after 2:00pm on May 2nd, 2018 will NOT be considered.**

