Request for Proposal:
Website Redesign

Issue Date: April 28, 2017

Responses Due: May 18, 2017

Contact: info@ceri.ca

Goal for Launch: September 12, 2017

Project Budget: $10,000 to $30,000 (no hosting or maintenance)

                        or similar fee plus hosting and maintenance for 2 years

1.0 INTRODUCTION

1.1 Corporate Overview

Founded in 1975, the Canadian Energy Research Institute (CERI) is an independent, charitable non-profit research Institute specializing in the analysis of energy economics and related environmental and social policy issues in the energy production, transportation, and consumption sectors.

Our mission is to provide relevant, independent, and objective economic research of energy and environmental issues to benefit business, government, academia and the public. Our independence is vital to our credibility and our continued work.

CERI has a cadre of energy experts with backgrounds in economics, engineering and environmental science. Their connections to the sector across the country facilitate our research. As "Canada's Voice on Energy" we are linked into the national and regional discussions on energy use and demand. By these connections and knowledge, CERI plays a meaningful role in national discussions on energy infrastructure projects, cap and trade and carbon tax policies.

The goal of this RFP is to find a partner to redesign our website at www.ceri.ca to better communicate our research to stakeholders, solicit donations and manage our public

events. CERI is seeking a long-term partner who can redesign and host or arrange for Canadian resident hosting of our new website. This could include a multi-year agreement depending on the proposal.

1.2 Key stakeholders

CERI's work is targeted at informing interested stakeholders about the research findings, ways for them to engage with our research and events and to promote discussions around funding. The stakeholder groups are as follows:

- Government
- Energy Industry
- Aboriginal Groups
- ENGOs
- Academia, and
- International Partners.

1.3 Technical Environment

CERI's current website is hosted on Squarespace and maintained by CERI staff. The functionality of the website is restricted to features enabled by the hosting service. Thus, customized development and modifications are severely restricted. Consequently, most of the features being asked for in this RFP are not possible with the current structure.

Statistics for the current website are:

- Visits/visitors/unique visitors – 37847 / 25095 / 65.28%
- Bounce rate – 46.22%
- Time on site – 2:31 minutes

2. STATEMENT OF WORK

2.1 Project Purpose

The redesign of the website is fundamental to CERI's marketing and communications strategy. All forms of communications to and from stakeholders may be linked to or generated from it. The intent of the website is to automate as many functions as possible to maximize the efficiency of our small staff. Our site must be user friendly for our technical and professional visitors. It must allow visitors to find and download large amounts of information, register for events, and follow up with CERI staff. It must allow CERI staff to easily and quickly update content, update linked mailing lists, and have a platform for CERI's datasets and modeling tools. It must allow for tracking of key data and statistics including but not limited to number of hits, calls to action, geographical representation.

The goal of the project is multifold:
1. Increase downloads of CERI publications
2. Complete registrations for CERI events
3. Increase outreach with key stakeholders to improve profile and brand awareness
4. Facilitate communications with stakeholders regarding "what's new" and events
5. Promote donations to the organization
6. Track key statistics around downloads, event attendees, geographical reach/exposure, and general user behaviours

2.2. Project Requirements

The proposal should include clear plans and technical descriptions regarding how the goals are to be fulfilled. Specific expectations for the website include:

- Integration with social media – twitter and LinkedIn
- Twitter section
- Redesign of landing page to allow for ease of searching and a What's New section that visitors can self-select notification and new notifications are automatic
- Events page, blog page
- Buttons to directly share reports and other documents, logo and ways to cite reports
- Google style search engine and analytics
- Search function available on all pages and browse reports options by author, date, topic and type
- One or more restricted areas for pre-screened users
- Directed communications to individual staff members and feedback for research projects
- Enhance functionality (adaptive design) for mobile devices
- An e-commerce function for event registration and subscriptions to a monthly magazine
- Improve ease of content updating by CERI staff
- Low cost and efficient means to add additional web pages to site
- Link registrations on website to external contact database to allow for form completions and database updates
- Display and linkage to datasets and models
- Icons and interactive graphs linked to reports
- Enhanced website security
- Maximized use of function automation
- Improved SEO

In addition, all submissions should include:
- An executive summary
- Specific project timelines
- Overview of anticipated tasks
- A site map of the expected result
- Recommendations to maximize automation, effectiveness of the site and aesthetic appeal
- Cost structure of the project including whether the proposal is for only a redesign and launch or will include hosting and maintenance
- Overall budget quote
- Data or targets – key performance metrics you would use to show improved SEO and reduced bounce rate and ways to track for our primary calls to action being downloading our publications and attending our events.

2.3 Technical requirements
- SQL Server backend with sync to an otherwise offline database
- SQL programming to provide stored procedures for a wide variety of calls
- Search functionality for specific types of data: search should return a list of forms and the search can be in drill-down format
- Content management system needs to be quite comprehensive, with form building capabilities, including the ability to call stored procedures from the database
- Website hosting and maintenance, including regular, scheduled patching and updating of modules as required to keep the site secure
- Platform must also include automatic backups, with rapid restore ability
- Site must be downloadable, in its entirety
- Site must reside in Canada

2.4 Project Schedule

Event	Due Date
RFP issued	April 28, 2017
Questions received from potential vendors	May 5, 2017
Answers posted	May 10, 2017
Proposals submitted	May 18, 2017
Interviews with select vendors	May 19-26 2017
Contract awarded	May 29, 2017

Project timelines post contract awarded will be based on the proposal selected. The delivery date for the new website redesign is planned for Sep 12, 2017.

3. PROPOSAL SUBMISSION PROCEDURE

3.1 Vendor RFP Reception
By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP, and will ask any questions to ensure such understanding is gained. CERI retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period and CERI will be at no fault, cost, or liability.

CERI retains the right to cancel this RFP at any time, and not award a contract to any responding vendor, at no cost or liability to the Institute.

3.2 Good Faith Statement
All information in this RFP and related communications is offered in good faith. It is not guaranteed to be without error.

3.3 Evaluation Criteria
All proposals will be evaluated as follows
1. Description of website projects similar to the CERI request   25%
2. Budget (either for the redesign or including hosting and maintenance)   20%
3. Technical and functional details of the proposal   25%
4. Project schedule including milestones and communications   15%
5. Company history, project team and references   15%

3.4 Communications and Proposal Submission Guidelines
Please submit an electronic copy of your proposal to info@ceri.ca titled *Website Redesign Proposal* by May 18 2017.

Questions can be directed to info@ceri.ca no later than May 5 2017. Answers to questions will be emailed to all registered vendors by May 10 2017. To register please email info@ceri.ca no later than May 5 2017. Debriefs with unsuccessful vendors available on request.