REQUEST FOR PROPOSALS - RFP No. RP333-2016-01

For Digital Agency of Record

Date: April 22, 2016

QUESTIONS & ANSWERS - Final

Please see the answers below regarding any questions raised in relation to this RFP.

1. *Question:*

   In reference to 1.5 Contract Period on page 6, it states that the Proponent may be disqualified if any options etc. are submitted in reference to Schedule F. Please confirm we are not able to propose any additions or comments to Schedule F.

   Answer:

   Yes, that is correct, proposing any additions or comments to Schedule F may disqualify a Proponent.

2. *Question:*

   Is it possible to receive an editable-PDF version of the RFP?

   Answer:

   Yes, we have included as a separate MS Word document, the Schedule B, C and D for ease of completion.

3. *Question:*

   Will French content be provided by CPAC or is it the Proponent's responsibility to manage content translation?

   Answer:

   The Partnership will provide all French content and also manage the translation process.

4. Question:

Does CPAC have the ability to recruit target audiences for user testing sessions or would the Proponent be responsible for all user participant recruitment?

Answer:

The Partnership may be able to provide some access to target audiences for user testing sessions, but would also look to the successful Proponent to recruit users for testing sessions.

5. Question:

Please confirm if content creation and copywriting is in scope.

Answer:

The Partnership team will lead content creation and copywriting.

6. Question:

On page 7, Section 1.8 e) it refers to the project deliverables and milestones on Schedule E but there does not appear to be a Schedule E. Can you please clarify?

Answer:

Please ignore any reference to Schedule E, as not applicable in this RFP.

7. Question:

In reference to Section 1.8 e) on page 7, is it the expectation that Proponent's work plans will include an analysis of CPAC's entire ecosystem or is the focus specifically on Cancerview.ca for this initial scope of work?

Answer:

The Proponent's work plan should include IA and design for Cancerview.ca. Phase 1 implementation will be determined as part of this initial planning process.

8. *Question:*

   The RFP makes reference to CPAC's digital strategy team. Can you please outline all of the internal teams/roles that will be involved with this project?

   Answer:

   The Partnership's Digital Strategy and IT teams will be the two internal teams heavily involved in this project. Both teams have a range of roles and upon project kick-off the Partnership will outline details of all internal roles involved in the project.

9. *Question:*

   Is the allocated budget outlined on page 12 dependent on funding available from the Minister?

   Answer:

   No, the budget outlined on page 12 is confirmed for this project.

10. *Question:*

    Section 1.8 Submission Requirements refers to Section 1.9.1. Mandatory Criteria. Please confirm if the Proponent's description of approach and work plan will receive a Rated Criteria percentage (%) or if this is considered a pass/fail?

    Answer:

    The Proponent's description of approach and work plan may be evaluated as part of the Interview criterion.

11. *Question:*

    The RFP indicates research was conducted in the 2015/2016 fiscal year to determine the overarching organizational digital strategy. Was this an internal exercise or completed by an outside vendor? Please indicate expectations for the Proponent's input on current findings and their role in research moving forward.

Answer:

External vendors were involved in components of the work conducted in 2015/16 fiscal year to determine the overarching organizational digital strategy. All findings and the overarching organizational digital strategy will be shared with the successful Proponent upon project kick-off.

12. Question:

Will the Partnership's network or funding body need to review or approve any portion of this project? (Health Canada, organizations or individuals) If yes, what is the standard review timeline to circulate materials through all project stakeholders that should be accounted for in the work plan and project approach?

Answer:

The approval process for this project will involve internal stakeholders.

13. Question:

While there is no guarantee of volume of work (1.6), based on previous years are you able to provide an average annual total of digital projects or requests from the Partnership? This is to inform our resourcing assignment.

Answer:

The anticipated volume of work for the 2016/2017 fiscal year is outlined in Schedule A, including the list marked "The Phase 1 Cancerview.ca redesign includes:". Please use this as reference when building out your proposal and identifying your resourcing needs.

14. Question:

Per 1.8 – H, do all team member references need to be unique, or where there is shared experience on a client account/project, the same reference can be used for multiple team members?

Answer:

The same reference can be used for multiple team members if they worked on the same project.

15. Question:

Can references be used for previous experience work (i.e. work done prior to joining our agency)

Answer:

Individual references can use previous work experience (i.e. work done prior to joining your agency).

16. Question:

Per the directional notations on Form D2 – Schedule D, are we correct in assuming that we are approved to replicate without any alteration all Schedules and Forms as part of our proposal? Will editable versions of all Schedules and Forms be provided to proponents for completion (RFP document is non-editable).

Answer:

Yes, that is correct, also please refer to Answer #2.

17. Question:

There is a significant amount of information to be included in the proposals, but no mention of any limitations with respect to document length in sections 1.8 or 1.9. Is there any restrictions with respect to document length we must adhere to?

Answer:

That is correct, there are no restrictions to proposal length.

18. Question:

Throughout the RFP you make mention of "large-scale redesign projects". Can you please define your use of "large-scale"? Is this in terms of website breadth and depth, or size of project budget?

Answer:

Large-scale redesign projects refer to website breadth and depth.

19. Question:

Throughout the RFP you use the terminology "digital transformation projects". Can you please define your use of this language? Is this a description of updating or implementing technology internally for the benefit of the organization?

Answer:

In the Partnership's context the terminology digital transformation projects refers to the redesign of the Partnership's digital ecosystem. This includes redesigning our digital properties to better meet the needs of its target audiences.

20. Question:

1.11 mentions "The Agreement shall require that the successful proponent provide all deliverables in accordance with AODA and its regulations." Does this include all communications and materials delivered with respect to the website project (eg: PowerPoint presentations, PDF documents, etc.) or only website-specific deliverables (eg: web page templates, web content)?

Answer:

This only refers to website-specific deliverables.

21. Question:

What is the current technical platform for the Cancerview.ca website – is it a .NET site? Is it a requirement to develop the redesigned site using the same technical platform?

Answer:

No, cancerview.ca is not a .net site. Cancerview.ca is in the process of being migrated to WordPress.

22. Question:

What is the hosting environment for the Cancerview.ca website? Will you be hosting the new site on the same environment or is migrating to a new hosting environment part of the project scope based on the completed research and audit work?

Answer:

The Partnership will continue hosting the website.

23. Question:

What is the average attendance/group size for the internal workshops with program areas? How many program areas need to be accounted for? This is to inform our budget estimate.

Answer:

Please account for 10 program areas. On average, there will 5 to 7 attendees in each.

24. Question:

Would you be able to confirm the Partnership's fiscal? Is it from April - March?

Answer:

The Partnership's fiscal year is April to March. For example, the 2016/17 fiscal year is April 1st, 2016 to March 31st, 2017.

25. Question:

Can you confirm the platform that cancerview.ca is built on.

Answer:

Please refer to question 21.

26. *Question:*

Do you want to use the same platform(s) moving forward?

Answer:

The Partnership will continue to use the WordPress platform for its public-facing websites.

27. *Question:*

Is the expectation for the agency to migrate all the content?

Answer:

The Partnership will be primarily responsible for migrating content and may require some assistance from the Digital Agency of Record.

28. *Question:*

How are the 2 different sites connected?

Answer:

Currently, the Partnership's corporate website (partnershipagainstcancer.ca) and Cancerview (cancerview.ca) are separate websites. Both websites contain links to the other website.

29. *Question:*

In addition to the phase 1 Cancerview redesign, what other projects/initiatives do you foresee in year 1?

Answer:

The Partnership is currently in the process of identifying projects for the 1st year of work as part of the roadmap we are developing. Please refer to Schedule A for details on the types of work (e.g. usability testing) that we foresee the vendor being involved in.

30. Question:

On page 7, section 1.8 of the RFP, you mention a "Schedule E", but we do not see that in the document. Can you please confirm?

Answer:

Please refer to Answer #6.

31. Question:

Will the winning agency be provided with access to the environment for testing?

Answer:

The successful Proponent will be provided access to environments, on an as-needed basis.

32. Question:

Does the Partnership have a preferred tool to track issues within the QA process?

Answer:

The Partnership uses the Igloo platform to manage external partner projects; yet, is also open to suggestions on using a vendor provided tool for issue tracking.

33. Question:

Will the Partnership provide external access to the 3rd party testing tools used for QA?

Answer:

The successful Proponent will be provided access to environments and tools on an as-needed basis. The Partnership is open to suggestions on using tools provided by the successful Proponent.

34. Question:

Will additional testing be required? (i.e. Security, Load Testing, SEO, Performance, Accessibility Compliance, Responsiveness)

Answer:

The Partnership's internal teams will be responsible for QA and UAT processes, but may require some assistance from the successful Proponent.

35. Question:

In terms of accessibility testing, will the Partnership provide/grant access to their platform/software?

Answer:

Please refer to Answers 31, 32 and 33.

36. Question:

Will the winning agency be provided with functional specifications for any internal services that they are connecting too?

Answer:

The successful Proponent will be provided with any required functional specifications on an as-needed basis.

37. Question:

Schedule F section 15 (b) states:

The Contractor shall carry appropriate commercial liability, errors and omissions, professional liability and other insurance which relates to the subject matter hereof in amounts and form satisfactory to the Partnership and, at the Partnership's request and expense, which provide that the Partnership is a named insured.

Since a "Named Insured" is usually a party to the insurance contract, will receive and can give insurance notices (e.g. expiry/renewal or cancellation notices), and can make a claim and enforce the policy directly against the insurer. An "additional insured" is a person or organization not automatically included as an insured under an insurance policy, but who is included or added as an insured under the policy at the request of the named insured. Therefore, we propose that CPAC will be included as an "additional insured" under our Commercial General Liability policy. Please advice if this would be acceptable.

Answer:

Additional Insured is acceptable.

38. Question:

Is there an approximate budget range you would like to stay within for the website build?

Answer:

Please refer to the approximate budget stated in the RFP.