



CCAB Website Redesign/Refresh 2024

Request for Proposals

Issued By: Canadian Council for Aboriginal Business (CCAB)

Request for Proposals Issued: Dec. 15, 2023

Proposal Submission Deadline: 5 p.m. EST on Friday, January 19, 2024

CCAB shall not be obligated in any manner to any proponent whatsoever until a written agreement has been duly executed with a supplier.

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STATEMENT OF PURPOSE

Canadian Council for Aboriginal Business (“CCAB”) is seeking bids from independent suppliers (“Bidder”) who have demonstrated professional competence and experience in undertaking website redesigns/updates (“Services”) adhering to best practices related to branding, website design, UX and Search Engine Optimization (SEO) as outlined in this Request for Proposal (“RFP”).

BACKGROUND INFORMATION

CCAB is a national member-based organization. Our membership includes Indigenous businesses, community-owned economic development corporations, and companies operating in Canada. We are governed by a voluntary Board of Directors that are representative of our membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

CCAB is a non-partisan/non-profit organization with a mission to promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities, and awareness. We are supported through corporate funding, event sponsorship, and membership dues.

CCAB Website Redesign/Refresh

SCOPE OF SERVICES REQUIRED

Canadian Council for Aboriginal Business (CCAB) is seeking services from a firm to lead us through a website redesign/refresh, including incorporating new branding (which is being provided by a separately contracted firm), providing direction on design and navigation, and executing changes (with attention and recommendations regarding SEO) in both English and French. These efforts should focus on the following:

An evaluation/audit of the current website

- How will you evaluate our current site in terms of what should be retained and what needs changing or updating?

Website redesign strategy

- Recommendations regarding how to make the site user-friendly, easy and simple to navigate and to improve the user experience for members and the public, whether they’re browsing the site on desktop or mobile.

Budget and Timelines

- Provide a budget and timelines regarding milestones and priorities through to completion of the project by Thursday, May 30, 2024.

Execution and Delivery

- Deliver recommendations, reports, and concept documents according to agreed-upon timelines and budget.

To complete these efforts several elements are critical and a path forward must be developed. Our organization sees these efforts occurring in three phases with the following work provided.

Recommendations and Planning

- Initial evaluation of scope of project as well as effectiveness of current website.
- Provide a detailed report regarding recommended next steps, timelines, and budget requirements.
- Provide a plan for launching the website.
- Host virtual/in-person (to be determined) sessions with the CCAB Brand Refresh Advisory Committee to discuss the findings and above reports and determine next steps and receive approvals, as well as with impacted CCAB departments to receive input.

Development

- Contracted firm will present bi-weekly updates as to progress in development and will provide a wireframe and sitemap to ensure milestones and goals are being achieved.

Execution and Deliverables

- Consulting firm will ensure all required deliverables below are approved by the Brand Refresh Advisory Committee and submitted on time and according to budget including:
 - Audit of current website (UX audit, website performance metrics, SEO keyword optimization, page speed, etc.).
 - Strategic overview of objectives, risks, targets, methodology and concepts informing the update.
 - Website sitemap and wireframe completed incorporating refreshed brand/sub-brands (English and French).
 - Design completed and content provided and/or sourced from departments.
 - Website launched.

TERMS AND CONDITIONS

Commencement and Termination of Services

The work will take place from February to May 2024.

Work Performance

Performance of the work will be offsite – the successful bidder to carry out work in their office location and most communications will be via email, video conferences or telephone.

Intellectual Property

The Bidder shall not use any intellectual property of CCAB, including but not limited to, CCAB and CCAB partner and sponsor logos, registered trademarks, or trade names of CCAB, at any time without the prior written approval of CCAB.

Withdrawal or Amendment of Proposal

A Bidder may withdraw or make amends to a proposal by providing written notice to the CCAB contact person before the proposal submission deadline. A proposal may not be withdrawn or amended after the proposal submission deadline. CCAB has no obligation to return withdrawn or amended proposals.

CCAB Membership

If awarded the contract, the Bidder must become a CCAB member at their own expense unless they are already a current CCAB member. For more information visit: <https://www.ccab.com/membership/join-and-renewal/>.

SUBMISSION DEADLINE

All proposals are due by **5:00 p.m. EST on Friday, January 19, 2024**. Any late proposals will not be evaluated.

Item	Date
1. RFP distribution to bidders	Dec. 15, 2023
2. Proposal submission due	January 19, 2024
3. Interviews with top 3 bidders (Points-based)	Week of January 22, 2024
4. Final bidder selection	January 30, 2024
5. Announcement of successful bidder(s)	January 31, 2024
6. Kick-off Meeting with Brand Advisory Committee	W/o Feb. 5, 2023

GUIDELINES FOR PROPOSAL PREPARATION

All materials submitted in response to the RFP become the property of CCAB and will not be returned. Proposals are submitted at the sole expense of the sender. It is the applicant's responsibility to secure proof that his/her proposal has been received by the CCAB within the prescribed time limit.

The submitted proposals are to include each of the following sections:

- Appendix A - Submission with References & Experience in Similar Projects
- Appendix B - Proposal and Budget
- Appendix C - Value-Added Bid Enhancements
- Appendix D - CCAB Participation

EVALUATION AND AWARD PROCESS

The proposals are evaluated by a committee comprised of CCAB members and staff as well as the CCAB President & CEO. All proposals are subject to a comprehensive analysis and evaluation, based upon the best overall value to CCAB. CCAB intends to retain the successful Bidder pursuant to a "Best Value" basis,

not a “Low Bid” basis. For CCAB to properly evaluate the proposals received, all proposals submitted must be formatted in accordance with the sequence noted above. All bids will be graded based on the following criteria:

- Cost (40) – Appendix B
- Work Samples (30) – Appendix B
- Experience in Similar Projects (15)
- References (5)
- Value Added Bid Enhancements (10) – Appendix C
- **TOTAL: 100 points (converted to a percent)**
- Bonus Participation Points (15) - Appendix D

APPENDIX A – Submission with References & Experience in Similar Projects (40 pts)

CCAB reserves the right in its discretion to negotiate modifications to any proposal received without becoming obligated to offer to negotiate with any other vendor(s).

NAME AND CONTACT INFORMATION OF AUTHORIZED REPRESENTATIVE(S):

COMPANY NAME	
SUBMITTED BY:	
POSITION	
TELEPHONE #	
EMAIL:	
WEBSITE:	

BRIEF BIOGRAPHY/RESUME OF COMPANY (Please use the space below or attach a brief biography/resume of company.

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REFERENCES: *Please provide details on 2 relevant clients that you have worked with*

Reference #1

NAME	
COMPANY	
POSITION:	
TELEPHONE #	
EMAIL:	
PROJECT LINKS IF AVAILABLE	

Reference #2

NAME	
COMPANY	
POSITION:	
TELEPHONE #	
EMAIL:	
PROJECT LINKS IF AVAILABLE	

I/We _____ the undersigned HEREBY DECLARE AND ACKNOWLEDGE:

THAT I / WE have examined the documentation and information contained in this RFP and its appendices, and acknowledge the requirements and conditions contained therein.

THAT I / WE are compliant with the conditions contained in the RFP.

THAT all statements in this proposal are true and accurate in all respects.

THAT full disclosure has been made of any conflict of interest or potential conflict of interest.

THAT full disclosure will be made prior to engaging third-party contractors in the fulfillment of the contract.

THAT I / WE do hereby offer to enter a contract to do all the work as described in the RFP and to complete the work to the full and complete satisfaction of CCAB for the sum bid.

THAT my/our submission is irrevocable after close of bidding for a period of not less than thirty (30) calendar days from that date.

THAT the undersigned are duly authorized to execute this proposal on behalf of:

Name of Vendor: _____

Authorized Signature: _____

Contact Telephone # _____

Dated at _____

City / Province

This _____ Day of _____, 2021

Please submit in PDF format. Proposals are not accepted after the deadline. Any questions concerning requirements, contractual terms and conditions, or proposal format must be directed to the contact person listed below.

APPENDIX B – Fee Proposal (40 pts)

The authorized representative (signed in Appendix A) has carefully examined the information attached hereto, is fully informed as to CCAB’s requirements, and is prepared to submit the following price quotations:

Bidders can use the financial breakdown below or submit their own version which should include all major deliverables.

Phases	Deliverables	Proposed Fee	Charitable Discount (If Appendix C-2 applies)
Recommendations and Planning	<ul style="list-style-type: none"> • Host virtual/in-person (to be determined) sessions with the CCAB Brand Refresh Advisory Committee as well as impacted departments within CCAB to discuss strategies and collect input. • Initial evaluation of scope of project as well as audit of current website (UX, SEO, performance metrics, etc.) • Provide a report outlining the critical path forward and budget requirements. • Provide a plan for launching the website (going live). 		
Development	<ul style="list-style-type: none"> • Website sitemap and wireframe completed incorporating refreshed brand/sub-brands (English and French). 		
Completion and Execution	<ul style="list-style-type: none"> • Page redesigns completed with content provided by firm and/or sourced from appropriate departments • Website launched 		
Total Proposed Budget			

Proposed Invoicing/Payment Schedule

If applicable, provide a proposed payment schedule for the project.

APPENDIX C – Value-Added Bid Enhancements (5 pts each)

1. Have you worked with CCAB before? YES NO
- a. If yes, describe: _____
2. Do you offer a charitable discount? YES NO
- a. If yes, describe: _____

APPENDIX D – CCAB Participation (Additional points)

- | | | |
|------------------------------------|------------------------------|-----------------------------|
| 1. CCAB Member (5 pts) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 2. CAB (5 pts) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| 3. PAR Program Participant (5 pts) | YES <input type="checkbox"/> | NO <input type="checkbox"/> |

CCAB CONTACT:

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