

Addendum No. 1 and Final Questions & Answers

April 19, 2018

Request for Supplier Qualification (RFSQ)

SQ333-2018-01 for Digital Vendor Services

Delete and REPLACE Section 7 *RFSQ - Submission Instructions with the following and stated throughout the RFSQ.*

Proponents must submit **one (1) printed hard copies** of their submission with original signatures, packaged in a sealed envelope and labelled with the Proponent's name and address, delivered to the address below before the Proposal Submission Deadline:

**Canadian Partnership Against Cancer Corporation
145 King Street West, Suite 900
Toronto, ON M5H 1J8
Attention: Teresa DeFrenza**

Proponents must also submit **one electronic copy in Microsoft Word format or portable document** format (PDF), sent by e-mail to the e-mail address shown below before the Proposal Submission Deadline.

E-mail: procurement@partnershipagainstcancer.ca

Proposals submitted in any other manner may not be accepted.

*****Please note that Question # 3 from the initial Q&A dated March 28, 2018 has been revised to reflect an environmental approach.*****

Clarifications:

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

1. Question:

How many pages should the proposal be in total?

Answer:

There is no maximum length. However, Proponents are encouraged to submit proposals that only include the required and relevant information pertaining to this RFSQ.

2. Question:

Are you open to agencies partnering together to hit the 5 services categories or would you prefer the agencies to submit independently to the service areas?

Answer:

Proponents are welcome to partner together in proposals. However, no preferences will be given to Proponents who do so or apply for all 5 service categories.

3. Question:

Page. 9 - Can you clarify how item v (list of relevant projects) differs from point xi (three work samples)?

Answer:

Item v (list of relevant projects) refers to all relevant projects a Proponent may wish to cite in their proposal. The three work samples are the samples that the Proponent wishes to include that strongly illustrate relevant experience as it pertains to this RFSQ.

4. Question:

Page.11 – under “qualifications and experience of the Proponent organization” can you clarify if the three samples of work can be different than our experience working on digital projects with healthcare organizations?

Answer:

The work samples provided can be different than the experience working on digital projects with healthcare organizations.

5. Question:

Page.11 – under stage three, can we include hourly rates for resources other than the ones listed? Or are all other resources to be billed at the blended rate?

Answer:

Hourly rates for resources other than the ones listed can also be provided in addition to the blended rate.

6. Question:

Page. 16 – Our resources have all worked with the same three client references. Are we able to simplify this section by submitting a single instance of the three references?

Answer:

If all three client references are the same for all proposed resourced Proponents can submit a single instance.

7. Question:

Are there any specific technology stack or CMS requirements for the new site?

Answer:

The PartnershipAgainstCancer.ca is built on WordPress.

8. Question:

Can you provide details on what kind of integration is required between organizational websites? What are the backend systems that need to be integrated into the new site?

Answer: If the work is all front end, the deliverables needed for integration would be the HTML/CSS/JS files and the source files from the frameworks (react/angular). We would do the integration on our end. The backend is PHP driven and these are WordPress sites primarily. So, WordPress integration is required in the backend.

9. Question:

Please describe the nature of third-party services, APIs, or applications that are to be integrated with the new site (i.e. donation functionality)?

Answer:

Elastic Search API, MySQL, Power BI API/Tableau API, Google Tag Manager API, Javascript Frameworks (React), Bootstrap, Sass (preprocessor).

10. Question:

For Appendices A, B, and C that are included in the RFP, is it possible to be provided with a copy of these forms in Microsoft Word (or similar) format so that we can complete them digitally?

Answer:

A separate MS Word file has been issued with this Addendum.

11. Question:

On Page 9 of the RFP, regarding "Proposal submission should include": item (v) requests a list of relevant projects completed in the last 3 years; item (xi) asks for three detailed work samples. Can you confirm that for item (v), all that is required is a list of project name, client name, and type of work completed?

Answer:

Confirmed. All that is required is a list of project name, client name and type of work completed.

12. Question:

If a proponent is submitting qualifications for more than one service, how would you like us to structure our proposal response? Within our submission, would you like us to provide responses for each category for the items highlighted below?

- *If we're bidding on 5 categories, do we need to provide a separate project list for each category? Can we duplicate the projects?*
- *If we're bidding on 5 categories; do we need to provide 15 references? Can we duplicate references?)*
- *If we're bidding on 5 categories, do we need to provide 15 project examples? Can we duplicate projects?)*

Answer:

If a Proponent is bidding on multiple categories, please provide responses for each service for the bolded categories below. Please note that projects and references can be duplicated if they apply to multiple services.

- i. Cover letter introducing their company, company structure and ownership
- ii. Location and years of operation
- iii. Number of employees and level of experience of key team members (resumes and/or biography) who have expertise in one or more of the four digital services being sought
- iv. Identify the main contact(s) that will manage the work with the Partnership
- v. **List of relevant projects completed in the last three (3) years including Name of Client**
- vi. **Three (3) key references. References should be for previous projects completed within the last three (3) years, included with Appendix B**
- vii. Service offerings and what area(s) the Proponent is bidding on
- viii. Fixed hourly rate (s) for the services provided for the initial term of three (3) years, less a day. Fixed hourly rate (s) may be reviewed pending extension approval for two (2) optional two (2) year extensions.
- ix. Outline of typical project process including estimated average turnaround time for a smaller scale (e.g. small-scale user research) and larger scale project (e.g. website redesign projects)
- x. Fully detailed quality control procedures
- xi. **Provide three (3) work samples for digital projects completed in the last two (2) years, excluding work that may have been done for the Partnership, that demonstrate Proponent's abilities. Work samples should include the project's objectives, processes and results. Also include a price range for the project, including project management fees. (Digital work samples can be provided, please provide link to website).**

13. Question:

Under the evaluation criteria stage 3 price/cost models what is meant by 'project management fees'?

Answer:

Project Management fees refers to the cost of managing a project.

14. Question:

If we wish to apply for multiple capabilities, do we need to have 3 unique work samples for each or can we use 1 work sample for multiple capabilities?

Answer:

A Proponent may submit work samples that apply to multiple categories if appropriate. Please refer to the answer of question 12 for more information.

15. Question:

Is the term “Organizational” in ODS meant to convey any deeper significance other than referring to the CPAC organization?

Answer:

The term “organizational” in ODS refers to it being an organization-wide digital strategy for the Partnership. There is no other significance.

16. Question:

For the Digital Strategy category, are there any planned projects for 2018?

Answer:

Yes, there are planned projects.

17. Question:

Could we have more details on the 2016 Organizational Digital Strategy (ODS) or even a copy of the document.

Answer:

Please refer to the vendor information session recording for more details. The following is the link for the recording <https://www.youtube.com/watch?v=ZRCd7o7vzUo>. A copy will also be provided for all pre-qualified vendors.

18. Question:

Given that the “Partnership’s first Organizational Digital Strategy (ODS) was developed in 2016” what is required in terms of Digital Strategy? Is CPAC looking to review, assess and amend its Digital Strategy?

Answer:

The Partnership’s digital team would be open to recommendations on how to evolve the 2016 ODS as the team in place is consistently looking to apply digital best practices in the work they

undertake. In terms of what is required for digital strategy, we are also looking for support at the project level in this category.

19. Question:

Due to the highly confidential nature of Digital Strategy work, it is not possible to provide samples for the Digital Strategy category, would this disqualify us for that category?

Answer:

Proponents applying for this category may remove client details, but it is expected that the work samples provided will illustrate the Proponent's approach to the project provided.

20. Question:

In regards to Appendix A-Work Sample Details, will you allow for the Description to be completed as an attached file (given the limited amount of space in the Table)?

Answer:

Yes.

21. Question:

Located on page 9 of the RFP requirement "xi." it asks for 3 work samples completed within the past 2 years. However, requirements "v" and "vi" (located on the same page) allow for projects and references from the past 3 years. Therefore, will you allow work samples to be completed within the past 3 years, as opposed to the previously stated 2 years?

Answer:

Work samples provided must be completed within the last two years. A list of projects and references can go back three years as stipulated in the RFSQ.

22. Question:

Is there a file size limit for the online submission (PDF)?

- a. Are we able to provide a share link via email directing to a PDF for download?

Answer:

Please refer to response from Question #1 and yes a share link via email directing to a PDF for download is acceptable.

23. Question:

Is a PDF of a PowerPoint acceptable as the submission type?

Answer:

PDF is preferred.

24. Question:

Are we able to get a copy of the Organizational Digital Strategy (ODS) that was developed in 2016 and or the 2017-2022 Strategic Plan?

Answer:

Please refer to response from Question #17.

25. Question:

What role does your CRM data play as it relates to your website and in fulfilling your strategic plan?

- a. Have you successfully completed the Dynamics 365 migration?

Answer:

We are currently in the midst of rolling out an enhanced CRM system. Once it is implemented, integration between the website and the CRM happen will be required to manage subscriptions to content.

26. Question:

Can you provide more details on what Website Evaluation encompasses? Is this purely an SEO exercise or is there more to this initiative?

Answer:

Website evaluation refers to completing a study to assess whether or not the intended goals of a website are being met. This can be achieved through a variety of modalities including stakeholder interviews, surveys and traffic analysis.

27. Question:

Is there a “first project” in mind once the selection process is complete? If so, what is the desired start date?

Answer:

This will be shared with successful prequalified vendors.

28. Question:

How long after the interview period will a decision be made as to whom the Partnership has chosen to work with?

Answer:

Our goal is to advise successful Proponents by mid-May 2018.

29. Question:

Are there any third-party integrations other than maps?

Answer:

ElasticPress/Elasticsearch for Search, SAML Authentication, Analytic Tools (e.g. Google Analytics, HotJar), MapBox, Social Channels (FB/YouTube/LinkedIn/Twitter) for count totals

30. Question:

Where is the data that is collected from website forms stored?

Answer:

For our main corporate site QuestionPro is used for survey data and data is not collected within WordPress. For our System Performance site we are storing it in Wordpress site DB.

31. Question:

We noticed that the Newsletter subscription is built on a different domain? Is this a custom built feature? If so, is there documentation and technical diagrams for this?

Answer:

The current one we have was built by Constant Contact team to integrate into client DB within their application. No technical diagrams available for this. However, this will be changing as part of our switch to ClickDimensions for subscription management. Not currently integrated with WordPress. Integration for content subscriptions TBD.

32. Question:

We understand you are currently using a WordPress/PHP base. Are you open to other Content Management Systems (i.e. Sitecore)?

Answer:

No

End of Addendum No. 1