



**REQUEST FOR QUALIFICATIONS: Website Development**  
**CLIENT: Edmonton Heritage Council**

**INCORPORATION**

The City of Edmonton is the primary strategic partner of Edmonton Heritage Council (EHC) and played a significant role in its formation. EHC was established in 2009 as an independent not-for-profit organization with charity status.

**MISSION**

We connect people to the stories of our city through our leadership, support, and programs. We do this by helping Edmontonians research, preserve, interpret, and advocate for our heritage.

**CONTACT:**

Joe Hartfeil, Communications Coordinator

[jhartfeil@edmontonheritage.ca](mailto:jhartfeil@edmontonheritage.ca)

**SUBJECT LINE: Website Development and Retainer**

**Please submit any initial inquiries via email**

**BID AND APPOINTMENT SCHEDULE**

This information is current at the time of writing and may be adjusted by EHC if warranted.

RFQ Release Date	June 24, 2021
Submission Deadline	July 16, 2021
Selected Vendor Notification Date	September 3, 2021
Target Project Kickoff	September 13, 2021
Target Project Completion (First Phase)	March 31, 2022

**PURPOSE OF THE RFQ**

EHC is seeking an external web designer to redesign our main website ([edmontonheritage.ca](http://edmontonheritage.ca)) and serve as our developer of record for a period of three (3) years. We are looking for a firm to help us improve user/administrator experience in terms of functionality, stability, and integration of interactive web assets. The website redesign project will be done in close consultation with EHC staff to ensure organizational needs are being met. We wish to engage the successful vendor as our exclusive developer and website support firm for future website development over the course of 2022 and 2023 as well. This additional work will include, but not necessarily be limited to, our websites Edmonton Maps Heritage ([edmontonmapsheritage.ca](http://edmontonmapsheritage.ca)) and Edmonton Heritage Network ([edmontonheritagenetwork.ca](http://edmontonheritagenetwork.ca)).

**NEEDED SERVICES**

- Review the EHC's current website's user experience;
- Review and supplement materials provided by EHC regarding needs and current gaps;
- Apply expertise to determine additional needs and gaps;

- Working with EHC, develop and execute a plan to redesign our main website to:
  - Improve user experience and incorporate a more responsive design
  - Help communicate other EHC owned sites as an extension of our work
  - Communicate with an external database web API to help us automate membership purchasing
- Provide for long-term digital infrastructure support with the ongoing maintenance and development of EHC websites.

## QUALIFICATION INSTRUCTIONS

Submissions are to be clearly written and concise. Where appropriate, use of point-form format is welcome.

The Proponent is fully responsible for obtaining all information required for the preparation of its Submission. The EHC shall not be responsible for any costs, expenses, losses, damages, or liability incurred by Proponents in responding to this RFQ.

Submissions will be received until 4:00 PM (MT) July 16, 2021. Submissions received after this time will not be considered.

Packages included as part of a submission should be clearly identified and must be submitted as a single electronic PDF at the email address provided on the Cover Page. Electronic submissions are not considered to be received until a reply email is sent from EHC confirming receipt.

## SUBMISSION FORMAT AND CONTENT

Submissions should be organized in the following format. Materials should be sequenced in the order listed below and include the information as specified to facilitate evaluation, and to ensure each submission receives full consideration:

### Part 1: Qualifications

Provide a summary of your firm's resources available to do this work, demonstrating understanding of our organization and this type of project.

### Part 2: Web Development Consultant Services

- The process the client service team will follow to acquire an understanding of EHC's programs and services;
- Brief description of the process the firm uses for such projects;
- Minimum of two (2) examples of past web design work by the firm;
- Information and documentation that EHC will be expected to provide to the firm;
- Possible factors that may impact budget and schedule, as well as how the firm may respond to such challenges;
- The communication process used by the firm to discuss issues and/or changes in project process or plan, and reporting requirements for communication with EHC staff;
- List of individuals in the firm who will be directly responsible for the project work;

### PART 3 — Proposed Fees and Costs

Fee structure for website redesign consultant services, with whatever guarantees can be given regarding increases during the term of the contract.

### SUBMISSION EVALUATION

All aspects of the submissions will be taken into consideration during the evaluating process. This includes:

- Proposed fees and costs;
- The background and experience of the firm in providing similar services as well as relevant experience of key personnel to be assigned to the account;
- The firm's completeness and timeliness in its response to the EHC;
- The firm's ability to commit time to the account;
- The overall best interests of the EHC.

### ADDITIONAL INFORMATION

Edmonton Heritage Council website: <https://edmontonheritage.ca/>

Information about our programs and services: <https://edmontonheritage.ca/about/>

*Connections & Exchanges* plan:

[https://www.edmonton.ca/city\\_government/documents/Connections\\_and\\_Exchanges\\_Final.pdf](https://www.edmonton.ca/city_government/documents/Connections_and_Exchanges_Final.pdf)