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# REQUEST FOR PROPOSALS

**MÉTIS NATION OF ALBERTA WEBSITE REDESIGN**

**DATE:**

November 2, 2018



Métis Nation of Alberta Website Redesign

**Request for Proposals**

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## Submission Timeline and Deadline

Date Advertised: Friday, November 2, 2018

Proposal Deadline: Friday, December 14, 2018

RFP contact:

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All communications regarding this RFP should be directed to the RFP contact via email. Email is the preferred method of communication. Please include “MNA Website RFP” in the subject line for all RFP-related correspondence.

All questions should be submitted in advance of the deadline. Deadline for submitting questions for clarifications to the RFP contact is Monday, November 19, 2018 at 4:30 pm MST. A list of questions and responses will be sent to all interested parties, who submit questions or request to be added to that list, by Friday, November 30, 2018.

Final proposals must be submitted electronically (PDF) to [mna@Metis.org](mailto:mna@Metis.org) by Friday, December 14 at 4:30 pm MST.

Final proposals should be marked ‘*Métis Nation of Alberta Website Proposal 2018*’

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## Overview

Since its inception in 1928, the Métis Nation of Alberta (MNA) is the Métis Government for Métis Albertans with its geographical and legal boundaries being the province of Alberta. The MNA is governed by a Provincial Council, comprised of a Provincial President, a Provincial Vice-President, six Regional Presidents, and six Regional Vice-Presidents, all democratically elected. Together, this Council work toward the mandate of the MNA, which supports practices of transparency, accountability, and inclusiveness for Métis Albertans in governments' policy and decision-making processes, and overall, promotes and facilitates the advancement of Métis people through self-reliance, self-determination and self-management. The mandate of the MNA is to be a representative voice on behalf of Métis people in Alberta, provide Métis people an opportunity to participate in government's policy and decision-making process and, most importantly, promote and facilitate the advancement of Métis people through the pursuit of self-reliance, self-determination, and self-management.

Overall, the MNA has evolved from an organization with a small membership to an organization whose citizens exceed 38,000 across the Province. All the while, the MNA has remained focused on community consultation and representation and has grown to also be a representative body providing programs and services to its citizens. Additionally, the organization has grown from one reacting to government policy changes, to being called upon to actively participate in the policy-making process, to now developing its own constitution to be a self-governing population focused on its own self-determination, health, and well-being of its citizens.

The MNA has continued to make significant strides and has been successful in developing and implementing several affiliated institutions (including Apeetogosan (Métis) Development Inc., Métis Urban Housing Corporation of Alberta, Métis Capital Housing Corporation, Rupertsland Institute, Rupertsland Centre for Métis Research, and Métis Crossing). The MNA has proven itself very capable of playing a role in the policy development process. Its elected officials and staff sit on a wide range of committees responsible for an even wider array of issues.

## New Website Goals

The primary goal of the new website is providing easy access to citizens regarding MNA information, events, forms, programs and services. The site will need to integrate existing social media channels, be responsive, and easy to search and navigate. The new website design must be structured in such a manner to scale with the MNA's needs over time (for example, redesigning and incorporating new pages for its affiliate organizations and migrating their website content under the MNA). The process for altering content and keeping the website updated with current information should be very user-friendly and adaptable as newly identified needs and objectives become apparent.

A new WordPress website with a responsive theme needs to be integrated with an existing citizen registry system, detailed, mapped, designed, and optimized for search engines and accessibility, tested and launched by March 31, 2019. Also included, prior to the website launch, will be the necessary training of 5-10 employees including proper search engine optimization, accessibility, and how to use WordPress and capitalize on its newest features.

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To make this goal specific and tangible, the following goals apply:

- From Google Analytics, we have a 50.27% bounce rate (over the last year) with an average session duration of 00:02:44. As well, 20% of our users are returning visitors. We want to improve those statistics by 10% within the first 3 months and 25% by the 9-month interval.
- Improve awareness and use, by 15%, of website as a hub of information about events, services, and programs as well as its functionality/resourcefulness. (In a Website Content Audit survey report submitted in May 2018, 14.29% of respondents indicated they visit the MNA website more than once a week. 31.14% indicated once a week, and 33.93% indicated rarely).
- Improve citizen satisfaction, by 25%, of navigation and user experience of the website (In a Website Content Audit survey report submitted in May 2018, respondents rated the website as a 6.8/10 for easy of navigation).
- Improve Webmaster / Content Contributor Satisfaction. Currently, a baseline does not exist so one will need to be determined and a tangible, mutually-agreeable goal determined within the first 14 calendar days of a contract.

Each of these goals should be tested at 3-month and 9-month intervals after launching the new website. Depending on the results of testing, additional work may be required to fine-tune features and design.

## Target Audiences

### Primary Audiences

- Urban and rural Métis citizens in Alberta, ranging in ages 25-55 years old (approximately 70% of the website traffic). Approximately 60% of this audience are female.
- Potential Métis citizens looking to apply for membership
- MNA staff

### Secondary Audiences

- Métis affiliates (listed in the Overview) and related organizations (e.g. Métis locals)
- Other levels of government - Federal, Provincial, and Municipal
- Non MNA citizens – for example, teachers looking for resources/information

## Current Website

The MNA's current website users' needs have outpaced the capabilities of the site. The MNA has updated small elements of the website, however there is considerable room to improve delivery of information to its citizens. The ability of the site is limited to add elements and features required to keep the site up-to-date and integrating current digital demands.

The current website has duplication of similar but distinct information and several pages are only found through one, very specific path; overall navigation is confusing for the user. The addition of online forms (e.g. citizen applications or event registration), images, videos, and other graphics to help relay information is needed.

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A website content audit, already conducted, will be a foundational piece informing the re-organization of information on the website, creating an information hub inclusive for all users.

## Proposal Outline

The MNA is requesting proposals for four services related to the creation of a government website:

1. Design and development of a professional, secure government website;
2. Website hosting with backup and recovery solutions;
3. Initial and ongoing staff training on Content Management System (CMS); and
4. Ongoing maintenance and technical support. Providing a Service Level Agreement (SLA) outlining varying response times including a maximum of one hour for critical issues (e.g. website down/non-operational), and outlining the timeframe for warranting/guaranteeing duration of fixes after site is live.

Respondents must provide a proposal encompassing all services. If sub-contractors will be used, documentation evidencing an existing, long-term working relationship, between the proponent and sub-contractors, will be required.

Working in conjunction with the website designer, the MNA will supply photos and videos for use on the website.

## Proposal Details

The MNA will consider proposals based on the overall approach, proposed user-friendly tools, experience of the team, sample work, references, budget, and other criteria. The proposal must be guaranteed for a minimum of 90 days from the closing date of the Request for Proposals (RFP). Preference will be given to Métis-owned companies (i.e. ≥51% Indigenous ownership and control) and teams with experience working in Alberta on other government websites.

Submission of a response to this RFP does not bind the MNA to engage the firm to provide the requested services. This RFP does not commit the MNA to pay any costs incurred by any respondents in the submission of a proposal or in making studies or designs for the preparation, or for procuring or contracting for the services to be furnished under the RFP.

The MNA does not guarantee that any proposal will be accepted and reserves the right to reject any or all responses to the RFP without incurring any liability. Submissions received after the due date may be rejected. Incomplete submissions will not be considered.

Proposals should include all information outlined below in the following order:

1. Title page identifying the project, proponent submitting the RFP, a project manager, and contact details for the proponent, and the proponent's RFP project manager;
2. Table of contents;
3. Company name, profile of past related work experience, including experience providing similar services to government bodies or entities;

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4. Project Manager name, contact information, and detailed resumé with relevant work samples from the last three to five years;
  5. Additional team member names and resumes with relevant work samples for each. Team members with additional experience in mobile app development will be considered an asset.
  6. Describe the project process, methodology, projected timelines, proposed phases, key milestones/decision points, including sample deliverables from past projects of similar size and scope.
  7. Address each of the requirements listed in the next section with a list of best-practices and processes to ensure these requirements are adhered to;
  8. Clearly specify which services are provided in-house and which are outsourced to sub-contractors. If sub-contractors will be used, documentation evidencing an existing, long-term working relationship, between the proponent and sub-contractors, will be required;
  9. A detailed description of how your company's proposal meets the requirements; and
  10. Contact information for references (3) for past projects. Proponents listing long-term accounts (e.g. greater than 3 years) will be a strongly considered.

The MNA has the final approval of visual design and site architecture for the website. The successful proponent will perform a variety of duties as agreed upon in the final negotiated contract. The selected proponent and the MNA will finalize the contract terms and conditions. If the MNA and the selected proponent are unable to agree on terms and conditions at this point, the MNA may exercise its right to negotiate with other suppliers.

## New Website Design Requirements

The new WordPress website should be modern, clean, and bright. It is paramount to showcase Métis people, culture, and history. It also needs to be easy for users to navigate on a variety of devices, operating systems, and web browsers; likely requiring a complete redesign to be able to host a standard and new features that users experience on many other websites today. The website should be accessible to all visitors and proposals need to detail how they will meet the following design requirements:

1. *Responsive Design* – format and design translate from desktop to smart phone and tablets in Apple, Android, and any other relevant formats;
2. *Accessibility* – Cleaner, larger font, across the site, for those with reduced vision, and those needing to print or share information. Icons increasing/decreasing font size should be on each page;
3. *Navigation consistency* - All features of the website should be consistent for all users including those with older browsers and when transitioning to smartphones or tablets;
4. *Lightweight Design* – Optimized for quick loading pages regardless of internet speed;
5. *Browsers* - All leading computer and mobile browsers (not limited to Firefox, Explorer, Google, and Safari);
6. *Slider/Banner* - Main page slider/banner of multiple static images and looping videos;
7. *Font Consistency* - All fonts, sizes and colours of text are consistent throughout the site;
8. *Persistent Menus* - top menu containing home icon, logo, “sign-up”, search, careers, and sub-menus. Bottom menu containing social media accounts (FB, IG, Twitter, LinkedIn, YT), email, phone numbers, physical address for head office;

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9. *Breadcrumb Trail* - A navigational aid allowing users to keep track and maintain awareness of their locations within the website; and
  10. *A Staging Site* - To preview updates and ensure look and functionality before going live.

This list of requirements is an example of essential design requirements and is not exhaustive. Suggestions of other essential design features will be appreciated and considered.

## New Website Content Management Requirements

The proponent is asked to provide details of the proposed content management system and how frequently updates to the website and related plugins will be undertaken:

1. *Fully accessible CMS* - MNA staff shall have full control of the creation, editing, and removal of all generated content on the website, including menus, headers, footers, homepages and featured content (i.e. minimal amount of hard-coding information);
2. *Interaction* - Solutions for page visitors to engage and communicate with the MNA in a user-friendly fashion whether requesting information, applying for citizenship, or accessing programs or services;
3. *Integration* – With Advanced Data Systems (ads.ca) citizen registry system, using unique identifiers, citizens can update their account and information. ADS is designing a portal, using bootstrapping, that should only require posting it on our website, however, some discussions between ADS and the successful proponent may be required to ensure full integration;
4. *Secure Login* – People can create an online account to submit information related to a citizenship application, access a library of webcasts, stream private webcasts, register for events;
5. *Security* - Strong security protocols befitting a government body including the protection of information, data loss prevention, and data retention;
6. *Social Media Preview* - with two or three most recent posts featured on Facebook and Instagram (preview also contains ability to swap out social media sources); and
7. *New Tab Browsing* - PDF's should all open in a separate window. Many currently open in the same window as the website. If users press the exit button for the PDF, they lose the website and where they were in the navigation.

## Other Requirements to Enhance User Experience

1. *Event Calendar* – A stylish, clean, and easy to use listing of upcoming events. Not a traditional calendar, but an easy to search/navigate function. E.g. The Events Calendar plugin.
2. Add 'scroll back to top' buttons to pages.
3. Easily organize (by date and/or topic) and search news posts.
4. *Sharing content* - clear options, pervasively throughout the website, for users to easily share content (e.g. news posts, upcoming events, and other information) by text (linking to page), social media, or email.
5. *Social media integration* –Facebook, Instagram, LinkedIn, Twitter and YouTube buttons/links integrated into each page to encourage sharing and following on social media.
6. *Form creation* - Creation of online forms and, in the backend, submit/direct them to appropriate staff members.



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7. *Email/newsletter sign-up* – prominent on homepage and pervasive on menus throughout website.
  8. *Search tool with functioning links* - Links are easily understood and can be organized by date, keyword, or relevance and filtered by type (e.g. photos, videos, documents, new releases). Perhaps integrating with a tool such as Google Custom Search Engine.
  9. Adding photos, graphics, infographics and interactive maps, where possible, will benefit user experience, as well as incorporating white space and minimizing text as much as possible. This can be done by organizing information in lists, feature boxes, accordions or other features.
  10. *Interactive graphics* – For example, a map showing geographical locations of regional offices and affiliates with hover over feature – When the mouse hovers over a location, the contact information would show. Similarly, a map feature for regions including information of PC and regional offices.
  11. *Direct contact to MNA staff* – For example, a question regarding citizen applications would go directly to an intake officer or registry monitored email. Key contact information for departments, programs, and services will need to be integrated in key areas. Unlike #4, above, this option is intended to communicate with key MNA staff and not share with other users/public.
  12. *History timeline* - Like on our self-government website ([albertametisgov.com/timeline](http://albertametisgov.com/timeline)), but not hardcoded, so we can add other events within the existing timeline.
  13. *Potential pop-up capabilities* – For example, when navigating to our contact page, a “Sign Up” window pops up.

This list of requirements is an example of essential functional requirements and is not exhaustive. Suggestions of other essential features will be appreciated and considered.

## Additional Considerations

### 1. Staff Training

The proposal should include an outline of several training modules for WordPress Essentials and Intermediate levels of use. Training budget should also include essential of search engine optimizations. Training will be delivered at the MNA office to a team of approximately 5-10 people.

### 2. Value Added

The MNA is also evaluating the cost/benefit of developing an app to share information with citizens. Additional expertise, suggestions, or guidance regarding best practices for developing and integrating information feeds from the website and social media into a potential, future app, will be considered an asset.

### 3. Reference Websites

Some examples of websites, due to several factors such as layout, functionality, easy of navigation, responsiveness on mobile, we like:

- a. [youraga.ca](http://youraga.ca)
- b. [unilever.com](http://unilever.com)
- c. [gsk.com](http://gsk.com)

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## Timeline

A new website needs to be detailed, mapped, designed, tested, and launched by March 31, 2019.

The MNA office closes for two weeks between Christmas and New Year's holidays. Approvals will require regular check-ins with operational leaders as well touch-points with the governance leadership (i.e. once with a draft detailed project plan and a second time for final review/approval). Approvals should be accounted for in the proposed timeline.

## Budget

Proponents should submit detailed budgets (up to \$50,000) under the following categories:

Item	Budget
Project Management	
Website Design & Build	
Website Content Creation	
Website Content Migration	
Website Training (Multiple WordPress and SEO modules)	
Website Hosting (w. backup and recovery solutions)	
Website Maintenance (SLA for 1-year)	
<b>Total</b>	

## Proposal Evaluation

The MNA is seeking a comprehensive proposal from qualified companies to fulfill these objectives. Applicants are expected to show a demonstrated capacity to complete this type of work.

The MNA will evaluate proposals on the following criteria:

Criteria	% of Total
Understanding of proposal and plan for execution	10
Company reputation, relevant experience, and references from 3-5 existing accounts (i.e. relationships with clients for more than 3 years)	15
Plan for website training	10
Pricing	20
Timeline	10
Outline for Service Level Agreement (SLA) and associated rates	20
Métis Ownership	15
<b>Total</b>	<b>100</b>

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## Colour Palette

For information, we have included a palette of our primary corporate colours:



**CMYK** – C: 87 M: 73 Y: 8.25 K: 51  
**RGB** – R: 29 G: 45 B: 93  
**HEX** – #1d2d5d



**CMYK** – C: 87 M: 73 Y: 8.25 K: 3  
**RGB** – R: 58 G: 85 B: 152  
**HEX** – #3a5598



**CMYK** – C: 18 M: 100 Y: 100 K: 10  
**RGB** – R: 186 G: 32 B: 37  
**HEX** – ba2025



**CMYK** – C: 32 M: 45 Y: 90 K: 5  
**RGB** – R: 175 G: 135 B: 62  
**HEX** – ae873e

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## Draft Site Map

The following is an initial draft of a site map and will need to be thoroughly reviewed and tested, by the successful proponent with the MNA key staff, to ensure it is thorough and a proper identifies all old content, updated/edited content, new content, and deleted/removed content.

For ease of viewing, the colour coding is showing five major pages (i.e. menu items):

1. About Métis
2. About Us (the MNA)
3. News & Events
4. Programs & Services
5. Registry and Citizen Application

Under each of these menu items are sub-pages coloured slightly lighter than the major pages.

<See Page 12>

Home Page includes:

- Carousel,
- Feature Boxes,
- Embedded Video,
- Social Feeds,
- Contact Info

*RD: = Redirects to*

