



Request For Proposal

**Hang Gliding and Paragliding Association of Canada
(HPAC/ACVL)**

Website Development

Proposal Date: [May 1, 2010](#)

Contact: [Amir Izadi \(vicepresident@hpac.ca\)](mailto:Amir.Izadi@hpac.ca)

Response Required By: [June 1, 2010](#)



1. Introduction

1.1. Purpose

The purpose of this request for proposal is to gather information on the benefits and features of redeveloping the HPAC website. The HPAC hopes to gain a clear understanding of the products and services you offer in this arena. We will use this information to evaluate the suitability of the products and services to meet both our immediate and longer-term needs.

1.2. Project Background

The HPAC board has reviewed the recommendations of its Website Development Team and will be requesting bids to complete an overhaul of its website.

It goes without saying that the HPAC website is quite dated and is need of a major overhaul. The importance of a powerful, visually attractive and user friendly website to HPAC must not be underestimated. In this modern age, it is ones face to the world and a powerful administrative tool for communication with its members.

First, we have identified three key groups of people that will be the primary users of the website. These are:

- 1) The HPAC membership
- 2) The general public
- 3) The HPAC administration

1.3. Project Objectives and Approach

The objective of this RFP is to understand the products and services that you, the web developer, can offer HPAC. Our website requirements are specified in general terms below, and we are seeking herein a detailed specification of your product and how you intend to fulfill those requirements. This includes identifying the type of software you will employ (proprietary or open source); the ownership of the website and its source codes; the advantages of your products and services to others; a detailed cost estimate for each phase of the project; a time frame for completion of the project; and an overview and estimate of the kind of ongoing maintenance you recommend or can provide.

Our website requirements are as follows.

1. Website concept that:

- supports the vision, mission, and goals of HPAC/ACVL by serving the interests of Canadian hang-gliding and paragliding pilots, and by attracting new members to HPAC/ACVL.
- allows visitors with a specific objective in mind to accomplish that quickly, completely, and accurately,



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- allows many volunteer members across the country to contribute efficiently to the building and maintenance of the website while the HPAC/ACVL Board of Directors maintain control of the content and functionality,
- serves as an administration management tool for HPAC/ACVL's Business Manager and managers of specific activities such as competitions.

2. Website functionality that:

- makes it easy for website visitors to navigate the site and accomplish their intended objective,
- allows website "facilities" to be created and modified quickly using programming skills available among the HPAC/ACVL member population, and
- allows website content to be added and managed easily by non-programmers.
- is available in both English and French as mirrors of one another

3. Website architecture that:

- provides a flexible, automated content control process.
- delivers acceptable performance on most hardware that is reasonably expected to be used in the near future by visitors to the website,
- provides scalability in terms of content and access capacity
- provides the required confidentiality and security for database contents
- is relatively customizable
- is able to access a dynamic data base

4. Website Strategic Goals

The website will be designed to serve the following user types ("User Constituencies"):

(Note: List of facilities is illustrative only - not a complete specification. List of facilities is expanded in Appendix 1.)

- HPAC/ACVL Members:
 - Facilities to join or renew membership, manage profile, print membership card
 - Vote on motions and resolutions
 - Provide continuous learning in the sport (weather and educational resources)
- Visiting Pilots:



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- Facilities to plan and enjoy their flying visit to Canada.
- HPAC/ACVL Administration:
 - Keep records on the Membership (pilots ratings, first aid, contact info)
 - Communicate with the Membership via HPAC mailing list
 - Assist in business operations
- Instructors, schools, flying site managers:
 - Facilities to assist business operations
 - Download exams
- Flying site Landowners
 - Facilities to find out about their risks; keep them supportive
 - Help them monitor the use of their site; check validity of pilots
- Non-members, new pilots, press and media (Public Relations):
 - Facilities to convert their initial curiosity into active participation
 - Information about the sport and upcoming events.

5. Website compatibility

- a) Browser compatibility: IE 6.0 and higher, Firefox, Safari, Chrome, iPhone
- b) Separation of design elements from site content – possibility to change the skin (look and feel) of the website as some future point without redesigning the whole site
- c) Search Engine Optimization - proper html file naming, proper page titles, redirects of old urls to new urls

6. The approximate high level project timeline is as follows, but the vendors are encouraged to publish their own timeline. The December 1, 2010 deadline for the site to go live, however, is firm.

Milestone	Date
Submission of RFP to qualified vendors/Public Q & A	<i>May 1, 2010</i>
Deadline for proposals	<i>June 1, 2010</i>
Interviews / Private Q & A	<i>June 15 – June 30, 2010</i>
Vendor Selection	<i>July 15, 2010</i>
Graphic Design/User Interfaces	<i>July 15 – Sep10, 2010</i>
Template Cut	<i>Sep 10, 2010</i>
Features Developed, Content Populated	<i>Sep 10 – Nov 1, 2010</i>
Testing/Debugging/User Training	<i>Nov 1 – 21, 2010</i>
Site goes live (firm)	<i>Dec 1, 2010</i>



Services Agreement

The HPAC expects to enter into a service contract with the successful vendor. The service agreement should contain several pricing options and should include:

1. Technical support
2. Hosting and upkeep of the website
3. Approach to future developments, change of scope and emergencies

2. Conditions of the RFP

2.1. Proposal Acknowledgement

A copy of the Proposal Acknowledgement, attached as Appendix A to this RFP must be faxed or mailed back to HPAC as soon as possible. It should be forwarded to the individual identified on the Proposal Acknowledgement Letter in order to receive addendums and access to vendor questions and HPAC's response.

2.2. Submission Deadline

The deadline for responses to this RFP is close of business (4:30 p.m. MST), *<June 1, 2010>*.

Sam Jeyes - Business Manager – HPAC
5 Mount Herbert Road, Stratford, PEI, C1B 2S3
Tel: 1-877-370-2078
Fax: 1-902-367-3358

Submit one hard copy in a three ring binder and one electronic copy on a CD in .pdf format. Any questions, or requests for clarification may be sent to vicepresident@hpac.ca. In all cases, a copy of the questions, and the HPAC's response will be forwarded to all vendors.

2.3. Confidentiality

Information pertaining to HPAC obtained by the vendor as a result of its participation in this RFP is confidential and may not be disclosed by the vendor except as authorized herein or by the RFP contacts of HPAC. HPAC will not be liable for any costs of preparation or presentation of proposals.

HPAC will protect the confidentiality of any proprietary information submitted by vendors as part of their proposal or obtained through the negotiation process.

Vendors are not permitted to reproduce or disseminate the information contained in this RFP document. The information contained is only to be used for the preparation of a response.



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2.4. Contact Information

All inquiries pertaining to this RFP should be directed in writing by email to:

Chair – HPAC Web Re-Development Committee

Attention: <Amir Izadi>, email: <vicepresident@hpac.ca>

2.5. Selection

Proposals will be evaluated on the basis of functional fit, infrastructure fit, cost, vendor support and services as well as the HPAC's assessment of risk.

HPAC reserves the right to cancel this RFP at any time or for any reason. HPAC may reject the lowest cost proposal, or any or all proposals. Proposals submitted must be final and may not be altered by subsequent offerings, discussions or commitments unless the vendor is requested to do so by HPAC.

All proposals submitted shall be considered to remain in effect for a period of not less than sixty (60) days after the proposal closing date.

3. Response Guidelines

3.1. General Instructions

In order to assist the HPAC in its evaluation and assessment of presentations, vendors are asked to respond in writing to this request for proposal in accordance with the following guidelines:

1. Vendors will submit one hard copy and one electronic copy of their proposal.
2. Proposals will be submitted on 8 ½ by 11" pages, single sided, bound in a 3-ring binder
3. Vendors will follow the outline below, using tab dividers to separate major sections.
4. Only short-listed options will be afforded the opportunity to present a short (1 hour) overview of the proposed solution.
5. Any questions, or requests for clarification may be sent to <Amir Izadi – vicepresident@hpac.ca>. In all cases, a copy of the questions, and the HPAC's response will be forwarded to all vendors

3.2. Proposed Response Outline

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- 3.2 Delivery, Installation & Migration/Conversion of Data
- 3.3 Training and Support
- 4.0 Pricing for Vendor Product & Services
- 5.0 Vendor References

See Appendix B for a complete description of the content and questions to be answered within each section of the response to the RFP. You must refer to the original question number in all your responses.

4. Evaluation of Proposal

The following areas and items will be considered in the evaluation process.

- Vendor Financial Viability
- Vendor response to standard HPAC agreement
- Software – Capabilities, Functions, Available support.
- Maintenance Offerings and Options
- Warranty
- Performance
- Ease of Use,
- User Documentation
- Training
- Client references
- Support for Industry Standards
- RAS (Reliability, Availability, Serviceability)
- Costs
- Quality of proposal
- Preference will be given to open source CMS systems, but other systems will be not be excluded from consideration. Every proposal will be evaluated on its overall merit and long term feasibility



Appendix A

HPAC Proposal Acknowledgement Proposal for HPAC website development

Date:

Sam Jeyes - Business Manager – HPAC
5 Mount Herbert Road,
Stratford, PEI, C1B 2S3

Tel: 1-877-370-2078

Fax: 902-367-3358

Attention: [Sam Jeyes – Business Manager](#)

Dear Sir:

The undersigned (herein called the “Vendor”), located in _____, certify that I/we have read, examined and understood, all the Proposal Documents.

It is understood that the HPAC/AQVL shall not be obliged to accept the lowest proposal, or any proposal, and shall have the right to reject any and all proposals, in whole or part, and may award a contract to other than the low bidder.

Respectfully submitted,

Per: _____ Per: _____

Vendors’s Legal Name: _____



Appendix B

PROPOSED RESPONSE OUTLINE

*You must refer to the original question number in all your responses.

EXECUTIVE SUMMARY

Provide a brief synopsis of your response to this RFP. The summary should be written for a generally technical audience and should not exceed three (3) pages in length.

1.0 GENERAL INFORMATION

1.1 Vendor's Profile

Please provide the following information and answer the following questions:

1. How many years have you been developing websites?
2. How many employees do you have and how many will be dedicated to this project?
3. What is your current number of customers?
4. How many users are at your largest site?
5. What is your main source of business revenue (i.e. software sales, consulting, systems integration, etc.)?
6. Where is your main office located?
7. Is your company using your own product? If so, which modules and for what purpose?

2.0 SYSTEM INFORMATION – please elaborate on the following:

2.1 Functions

2.2 Integration with Other Systems

2.3 Infrastructure

2.4 Product History/Release Schedule



3.0 PROJECT INFORMATION

3.1 Proposed Implementation Approach

1. What is your recommended approach to implementation?
2. Which CMS system would you use, open source or propriety and why?
3. What is the average length of implementation?
4. Outline an implementation approach for the HPAC
 - i. Include a list of critical events, related requirements and required resources.
 - ii. Outline all costs

3.2 Training & Support

1. What types of training do you offer?
2. What is the usual training approach?
3. State how many hours of training are typically required for a system administrator?
4. What is the average response time (in hours or days) to resolve a technical problem?
5. What is your recommended team makeup for the HPAC's internal support team?
6. Describe your support coverage options.
7. Are there any procedures that the client (the HPAC) is obliged or advised to follow in order to initiate and monitor maintenance activities?

4.0 PRICING FOR VENDOR PRODUCT AND SERVICES if applicable

1. Please provide a complete list of all software components required to deliver the functionality described in the response. Include pricing on a per module basis, and per user basis.
2. Describe your licensing model. (i.e. modular, types of users, site licensing, licensing fees etc.)
3. What is the yearly maintenance (for first 3 years) and support costs. Include all products and costs that may be needed to meet our requirements (e.g. any special licensing arrangements).
4. What is the normal delivery time of your product?
5. Please specify estimated prices for development, test and production environments that would be needed by the HPAC to fully implement this system.

5.0 VENDOR REFERENCES

Provide a minimum of three references of existing clients, preferably similar in structure, size and intended use of your product to the HPAC. We would like to contact them regarding product use, levels of support, implementation experience and overall impressions of the product. Please provide the following information

- Reference company name and client webpage
- Name and title of contact
- Phone number of contact
- Length of time in production
- Platform the reference is using your product on
- Modules/products currently being used by this client



Appendix 1

List of Facilities for User Constituents

- HPAC/ACVL Members
 - Facilities to support their flying activities, in Canada and abroad
 - Facilities to create a unique login to apply for or renew membership, select payment options, manage profile, print membership card
 - To vote on motions and resolutions
 - Have access to continuous learning in the sport eg. weather and educational resources and user training for use of those sites
 - Communicate among members via a national forum both public and private
 - Apply for FAI card
 - To access OLC/Leonardo on-line XC log
 - Provide feedback on instructors
 - Allow for privacy options on profile
 - On line log book
 - Access to Google earth location of all sites – members only
 - Powerful search function for entire website
 - French version mirrors English
- Visiting Pilots:
 - Facilities to plan and enjoy their flying visit to Canada.
 - Contact with pilots in the area
 - Rules and requirements with link to HPAC insurance form
 - Ability to purchase temporary insurance on line with one click
 - Information on international equivalency ratings
- HPAC/ACVL Administration:
 - Facilities to keep records on the Membership (including but not limited to pilots ratings, first aid, contact info etc.)



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- Communicate with the Membership via HPAC mailing lists and ability to select groups
- Facilities to manage the business end of HPAC/ACVL .(eg. Directors only forum, directors calendar, on-line payments, integration with paypal or visa, print addressed envelopes, collaborate on documents, automatic payment/debit options)
- Maintain knowledge base and educational resources.
- Deliver press releases and maintain media database
- Add, edit, or delete events
- Maintain the content of the entire website
- Communicates with a vendor – support issues, enhancements, bugs etc
- Assist in competition registration, payment, results
- Installation of google analytics or equivalent
- Instructors, schools, flying site managers:
 - Facilities to assist business operations
 - Download exams
 - To keep abreast of the most current teaching standards, methods and techniques
 - To submit on-line student membership forms and exam results
 - Google Earth location of their schools – public access
- Flying site Landowners
 - Facilities to find out about their risks; keep them supportive
 - Help them monitor the use of their site; check validity of pilots
 - Access to Environmental Impact Assessment
 - Provide private log in for land owners
- Non-members, new pilots, press and media (Public Relations):
 - Facilities to convert their initial curiosity into active participation
 - To get information about the sport and upcoming events.
 - Ability to sign up for national and local press releases
 - Access the library of press releases
 - Contact information of HPAC for any inquiries
 - Google earth location of all schools – public access