



Request for Proposals
Newfoundland and Labrador Oil & Gas Industry
Website Design and Development

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Introduction

The Petroleum Industry Human Resources Committee (PIHRC) was established in December 1998 to consider employment, training and other relevant human resource development issues related to the emerging regional petroleum sector. The committee's mandate has evolved over the years and is currently:

The Petroleum Industry Human Resources Committee (PIHRC) is the primary industry resource for career information and the promotion of careers in the Newfoundland & Labrador oil & gas industry. It identifies labour market issues in the oil and gas sector by drawing on current research or conducting its own when necessary, and works with or through other agencies, such as government departments, school districts, and educational institutions, to provide information to students and their key influencers.

The committee is comprised of senior industry and government representatives. Core member organizations include the Newfoundland and Labrador Oil & Gas Industries Association (Noia), the Canadian Association of Petroleum Producers (CAPP) – both of which co-chair the committee and whose members hold the majority of seats on the committee – and the provincial government departments of Natural Resources; Education and Early Childhood Development; and Advanced Education, Skills and Labour.

Noia is PIHRC's sponsoring agency.

Background to the Project

PIHRC's website (www.oilandgascareerinfo.ca) is its main outreach tool to its target audience, hosting most of its resources and providing high school students, educators and parents with a portal of information and tools about the local petroleum industry and its careers.

PIHRC strives to continue to attract, in particular, its young student audience to its website and recognizes that website enhancements, new resources and incorporating the use of social media to stay current and up-to-date is required. In order to successfully accomplish this and to sustain optimal performance of its website into the future, PIHRC requires the design and development of a creative, new mobile friendly, interactive website which incorporates the content and resources of the current website and will include additional resources in order to appeal to and enhance user experience of its target audience (students, educators and parents).

PIHRC's web analytics have indicated that the newest interactive web elements (the Career Quiz and Opportunities Map) are the most utilized areas of the website. Teacher feedback has indicated they would like more interactive features, such as educational games or applications, to use in their classrooms. PIHRC wishes to identify additional tools and interactive features which are affordable for its budget and will be attractive to its youth audience.

PIHRC has also decided to establish a presence on Facebook, YouTube , Instagram and Twitter and to actively engage with its full target audience (students, educators and parents) using these tools. In addition, the website should be designed and equipped to allow target audience promotion through “shares” and “likes” and to provide “message” and “email” options to encourage communication and feedback.

In addition, PIHRC has completed diversity research, primarily focused on how to make information about careers in the local oil and gas industry more accessible and appealing to youth with disabilities. PIHRC would like to integrate the research recommendations into its own website and program offerings while providing leadership to companies within the industry with a model and advisory assistance to do the same.

General Objective

This project will aim to increase the attractiveness and usage of PIHRC’s resources and tools to its target audience by implementing a new website which will integrate the newest technology, create user-centered design and layout, increase accessibility and inclusiveness, and engage with its target audience on social media. As well, this project will explore new educational and interactive resources for its target audience.

Scope of Work

The successful contractor shall:

1. Using current website content (videos, resources, text, photos, etc) , create and implement a new PIHRC website to enable optimal mobile device usage and interaction with target audiences.

The successful contractor will ensure all copyrighting requirements are adhered to and that copyright protection is maintained for current content.

The Successful contractor will also ensure the implementation of a content management system that is user friendly and easily accessible by PIHRC to update information as required and provide training to Project Manager and Communications Coordinator to update information as needed.

The new website will utilize website text, visuals, key messaging, imagery, layout and typography which are inclusive and improve accessibility for target audience with disabilities. Guidance for this will come from the PIHRC research document “A Communications & Tactics Guide for Recruiting Youth with Disabilities.” The successful contractor will undertake all necessary tasks to ensure the website achieves compliance with international standard WCAG 2.0 – Level AA.

Website to include:

- i. a live news feed and Twitter/Instagram feed on the main webpage so that students, parents and teachers can easily connect with PIHRC and keep-up-to-date with relevant resources, tools, articles and information.
 - ii. Social media buttons/widgets on the website home page to allow users to access PIHRC social media sites with ease and to “like”, “share”, “message” or “email”
 - iii. assistive technology – variable fonts and text-to-speech software – to optimize viewing by target audience with disabilities.
 - iv. a website page focused on accommodation in the oil & gas industry, which highlights success stories and contains valuable resources.
2. Enhance PIHRC’s website analytics to track more detailed information, particularly resource downloads, and provide training to the PIHRC Project Manager and Noia’s Communications Coordinator to develop and interpret monthly reports for the PIHRC Executive and to update information on website as required.
 3. Complete and present research on additional tools and interactive features (such as interactive games and apps aimed at high-school students) for future implementation to the PIHRC website, as recommended by PIHRC audiences. This current contract does not require implementation of suggested tools and interactive features however the site should be built to allow implementation of similar resources and tools in the future.

The successful contractor is expected to complete this scope of work within four months of contract signing.

Reporting and Progress Meetings

A sub-committee, appointed by the PIHRC Executive, of industry and education sector representatives will oversee this project. A member of the PIHRC Executive will chair this sub-committee. A single person will be designated as the liaison between the successful contractor and PIHRC.

A minimum of four (4) meetings shall be held during the contract period, including an initial PIHRC/contractor meeting; two progress meetings; and presentation of the updated website and recommendations on further enhancements (interactive games/apps, etc.). Further details on the meetings can be found in the “Key Deliverables” section below.

Key Deliverables

1. Initial PIHRC/Contractor meeting to be held **within one week of the contract award** – tentatively projected for **week of July 2 2018** – at which time the Contractor will provide a

detailed four-month workplan including the list of major tasks to be completed and dated project milestones. This workplan will be discussed, modified if necessary, and approved at the meeting.

2. First progress meeting with the project sub-committee and presentation of work to date by **week of August 13 2018.**
3. Second progress meeting with the project sub-committee and presentation of work to date by **week of September 24 2018.**
4. Training provided to Project Manager and Noia's Communications Coordinator in Website Analytics to track more detailed information and to update website content by **mid-October, 2018.**
5. Final presentation of full workscope, including finalized website, integration of social media management tool, and research and recommendation of additional tools and interactive features, by week of **October 29 2018.**

Proposal Requirements

Proposals shall include within the core proposal:

1. Name and contact information of the contractor/company and location.
2. The background and experience of the contractor, particularly as it relates to the specific requirements of this project, including the development of accessible websites and web content;
3. A list of the personnel who will work on the project, including any support staff, and their delegated tasks;¹
4. Information which demonstrates the contractor understands the requirements of this project and has the necessary knowledge, skills, capacity, resources and qualified, competent personnel to perform the work;
5. A list of similar work projects undertaken in the past three (3) years;
6. A draft workplan, including a list of major tasks to be completed and detailed project schedule with dated project milestones;
7. A detailed project budget related to the above requested tasks and deliverables with detailed estimates of costs related to each phase/step.

The following information shall be contained within appendices:

1. Resumés of the professional backgrounds of all individuals (as listed earlier in the proposal) who will work on the project;

¹ The individuals listed in the proposal must perform the duties outlined in the proposal. No change in personnel assigned to the contract will be permitted without prior written consent of PIHRC.

2. References and/or testimonials, samples and/or links for similar work completed within the past three (3) years.

Proposals shall not exceed 10 pages, including the cover page and table of contents. The specified appendices are not included in this 10-page limit.

Proposals shall not simply restate or rephrase the material contained in this request for proposals.

Cost Requirements

The price proposal must quote firm prices in Canadian dollars, exclusive of HST.

The cost to successfully complete this project shall not exceed \$25,000.

Privacy and Ownership

The successful consultant shall agree that all information received/gathered, materials collected and reports produced shall be the sole property of PIHRC and the successful contractor shall not publish or in any way use said information, materials or reports for any purpose other than to provide such information, materials or articles to PIHRC. All files, documentation and materials shall be delivered to PIHRC upon completion of the project.

Terms and Conditions

- No payments shall be made for costs incurred in the preparation and submission of a proposal in response to this request.
- PIHRC is not obligated to accept the proposal with the lowest price or any other proposal for this project.
- PIHRC reserves the right to not accept any proposal and to cancel and/or re-issue this Request for Proposals.
- Both this RFP and the successful contractor's submitted proposal will be attached to, and form part of, the contract agreement signed for the performance of this work. By signing the project contract, the successful contractor acknowledges full acceptance of the terms and conditions as set out in this RFP and that the statements made in their submitted proposal are contractual commitments.
- The contractor shall be responsible for work performed by any parties it sub-contracts to assist in the completion of this project. Sub-contractors are also bound by the terms and conditions of the contract signed by the successful consultant. The contractor shall be

responsible for any damages and for completing any work unfinished or poorly performed by its sub-contractors.

- The individuals listed in the proposal shall perform the duties outlined in the proposal. No change in the personnel identified in the proposal will be permitted without the prior written consent of PIHRC.
- The work performed under any contract resulting from this Request for Proposals shall be subject to inspection and acceptance by PIHRC.
- PIHRC reserves the right, upon 10 days written notice, to terminate these services and the work contemplated in this proposal, at any time.

Contracting Agency

The successful consultant shall enter into a contractual agreement with Noia (PIHRC’s sponsoring agency) for the performance of the work.

Payment Schedule

Item	Deliverable	Estimated Due Date	Progress Payment
1	Work plan approval	1 week after contract signing	
2	Progress meeting 1	Week of August 13 2018	25 % of contract cost
2	Progress meeting 2	Week of September 24 20018	25 % of contract cost
3	Training for Project Manager and Communications Coordinator in Website Analytics and content management	Mid October 2018	25 % of contract cost
4	Final Presentation of Work and Findings	Week of October 29 2018	25 % of contract price (option of 15 % holdback)

Payment will be made upon the contractor submitting invoices satisfactory to Noia.

Invoices shall be submitted to Noia via email. Payment shall be made via electronic funds transfer (EFT). The contractor will be required to provide banking information to initiate this process.

PIHRC may hold back up to 15 per cent of the total project cost to ensure the final presentation of work/findings meets the project requirements as agreed upon.

Proposal Submission

Proposals shall be submitted electronically, in PDF, by **12:00 noon Newfoundland Daylight Saving Time on Friday, June 15, 2018** to pihrc@noia.ca.

Proposal Evaluation and Awarding of Contract

The contract will be awarded to the contractor whose submission offers the best value. This may not be the lowest bidder. PIHRC reserves the right to not award the contract to any of the submitted proposals and may seek further responses if deemed necessary.

Proposals will be evaluated on the basis of:

- Qualifications, experience and expertise (40%)
- Price proposal (25%)
- Proposed approach and methodology (25%)
- Location of firm's head office and staff (10%)

Awarding of this contract is anticipated within 10 business days of the proposal submission closing date. Unsuccessful bidders will be notified in writing immediately after the successful contractor has accepted the contract.

PIHRC reserves the right to not explain in detail why unsuccessful contractors were not selected.

It is anticipated that work on this project will begin in July 2018.

PIHRC Contact for RFP

Questions regarding this RFP should be directed, by email, to pihrc@noia.ca no later than 12:00 noon Newfoundland Daylight Saving Time on Friday, June 8th, 2018.

Responses shall be provided in the form of a RFP addendum which will be forwarded to all companies in receipt of this RFP.