



REQUEST FOR PROPOSAL

for

WEBSITE DEVELOPMENT AND IMPLEMENTATION

for

THE GOOD SAMARITAN SOCIETY (A LUTHERAN SOCIAL SERVICE ORGANIZATION)

RFP Number: P103-2023-008

RFP Closing Date and Time: October 30, 2023 23:59:59hrs

RFP Response submission:

Attention: Rick D. Hessels

Address: rhessels@gss.org

Inquiries Contact:

Rick Hessels

Manager- Procurement & Contract Management Services

Email: rhessels@gss.org

1.0 DEFINITIONS

Throughout this Request for Proposal, the following definitions apply:

- a) “Good Samaritan” means The Good Samaritan Society and Good Samaritan Canada, its board of directors, employees, officers, agents, Vendors, sub-contractors, consultants and authorized representatives;
- b) “must”, or “mandatory” means a requirement that must be met in order for a proposal to receive consideration;
- c) “RESPONDENT” means an individual or a company that submits, or intends to submit, information in response to this Request for Information;
- d) “Request for Proposal” or “RFP” means the process described in this document; and, “Should” or “desirable” means a requirement having a significant degree of importance to the objectives of the Request for Proposal.

1.1 Terms and Conditions The following terms and conditions will apply to this Request for Information. Submission of information in response to this Request for Proposal indicates acceptance of all the terms that follow and that are included in any addenda issued by Good Samaritan.

1.2 Late Submissions

Submissions will be marked with their receipt time at the closing location. Only complete responses received and marked before closing time will be considered to have been received on time. Hard-copies of late submissions will not be accepted and will be returned unopened to the Respondent. In the event of a dispute, the proposal receipt time as recorded at the closing location shall prevail whether accurate or not.

1.3 Evaluation

Evaluation of proposals will be by committee (“Evaluation Team”) and may include employees and Vendors of Good Samaritan. All personnel will be bound by the same standards of confidentiality. Good Samaritan intent is to enter into a non-exclusive contract with the Respondents who has the highest overall ranking.

1.4 Changes to Submissions

By submission of a clear and detailed written notice, the Respondent may amend or withdraw its submission prior to the closing date and time. Upon closing time, all submissions become irrevocable. The Respondent will not change the wording of its proposal after closing and no words or comments will be added to the proposal unless requested by Good Samaritan for purposes of clarification.

1.5 Respondents Expenses

Respondents are solely responsible for their own expenses in preparing submission of proposal and for subsequent negotiations with Good Samaritan, if any. If Good Samaritan elects to reject all proposals, Good Samaritan will not be liable to any Respondent for any claims, whether for costs or damages incurred by the Respondent in preparing the submission, loss of anticipated profit in connection with any potential contract, or any other matter whatsoever.

1.6 Limitation of Damages

Further to the preceding paragraph, the Respondent, by submitting a proposal, agrees that it will not claim damages, for any reason whatsoever, relating to or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the Respondent in preparing its proposal and the Respondent, by submitting a proposal, waives any claim for loss of profits if no contract is made with the Respondent.

1.7 Currency and Taxes

Prices quoted are to be:

- a) In Canadian dollars;
- b) Exclusive of applicable taxes; and
- c) Include payment terms and early payment incentives.

1.8 Acceptance of Proposals

This Request for Proposal should not be construed as an agreement to purchase goods or services. Good Samaritan is not bound to enter into a contract with the Respondent who submits the highest scored or with any Respondent. Submissions will be assessed in accordance with the evaluation criteria. Good Samaritan will be under no obligation to receive further information, whether written or oral, from any Respondent.

2.0 INTRODUCTION

The Good Samaritan Society and Good Samaritan Canada is a not-for-profit provider of seniors' care offering supportive living and long-term care services in Alberta and British Columbia. We also operate group homes for persons with developmental disabilities and a senior's clinic in the Edmonton area. We also offer seniors day programming.

The Good Samaritan Society and Good Samaritan Canada are known collectively as Good Samaritan.

With almost 75 years of experience providing specialized health and community care services in innovative and caring environments, our operational effectiveness and overarching culture of service and care make us the provider of choice for individuals and their families seeking a supportive place to call home.

Currently, Good Samaritan operates 60 care homes and group homes in Alberta and BC, serving nearly 6,000 residents, clients, and individuals. We have more than 4,500 employees.

Further information is available at: www.gss.org

3.0 MISSION

The Mission of Good Samaritan is to extend Christian hospitality through a continuum of care to those in need or at risk, regardless of race or religious belief.

4.0 VISION

The Good Samaritan Society will grow in strength, excellence and creativity in caring for others.

5.0 VALUES

5.1 Servant Leadership

We lead through giving of ourselves in service to others, by acting with courage in a trustworthy, and ethical manner

5.2 Healthy Relationships

In the spirit of compassion, we work in supportive partnerships and open our hearts to others by affirming their goodness and potential.

5.3 Hospitable Environments

We provide safe, comfortable communities inspiring involvement, where people experience a sense of caring, belonging, and purpose.

6.0 TRUTH & RECONCILIATION

Good Samaritan acknowledges that every purchase has an economic, environmental, and social impact, whether intended to or not. Reconciliation in Procurement is designed to intentionally leverage the purchasing activities of Good Samaritan to achieve positive social value outcomes for Indigenous Peoples and Communities.

7.0 OBJECTIVES

Good Samaritan is seeking a vendor to design, develop, and implement a new external website that will be used by a number of external stakeholders: prospective residents and families, current family members, donors, funders, government, public, media, etc.

The overall objective of this project is to build a user-friendly website of high quality, meeting the needs of the organization, and in accordance with modern standards. Easy access to information and user friendly functionality is vital.

We expect this project to be broken into two phases: The initial phase is intended to be design core elements of the new website based on existing content. The second phase will cover the addition of new categories of content including externally provided educational resources and information for job seekers

Core Principles for the Future Solution

- *Usability, flexibility and availability*
- Given the size of the organization and the limited size of the Communications and Fund Development team, it is most important that the solution provided is very easy to use. This is equally important both for administrators, editors and for regular users. Therefore, user experience will have a strong influence on the choice of solution.
- Also, in order to meet the needs of the organization that will develop over time, as well as to be able to adapt the solution in any changes to the available resources, it is crucial that the tool and the setup has a high degree of flexibility and that most changes can be performed internally by editors or administrators. With the amount of plug-ins to work seamlessly with Blackbaud Merchant Services, ideally we would require using our content management system, WordPress.
- The selected content management system should be common on the market and supported by several vendors, so that the organization will not be bound to one single supplier. The solution proposed to the organization should principally be based on out-of-the-box features of the software. With the exception of graphical design, tailoring of code should be kept to an absolute minimum.

Content and Structure

- The solution must be designed with a high degree of usability and flexibility in mind. The following is a description of a setup that should be able to provide the needed flexibility. The selected solution might differ from this as long as the setup is regarded to provide at least the same degree of flexibility and usability.

8. SCOPE OF WORK

The Project Management Plan

Bidder shall develop and maintain a Project Management Plan using open source tools or Microsoft Project. Project Management Plan will identify:

- Goals and objectives;
- Key steps and milestones to achieve stated objectives;
- Implementation timelines;

- Project Team members, roles and responsibilities.

Project Management Plan will include prioritized activities and recommended action steps.

The bidder will be required to prepare and submit regular progress reports as part of the Project Management Plan. Reports will include progress made during the period; outstanding issues and recommendations for resolution; deliverables completed during the reporting periods; summary of risks and impacts identified and identification of the action and person(s) responsible for mitigating the risk and resolving problems.

Build of the New Solution

The Bidder shall produce a detailed solution as described by the Good Samaritan visual identify guidelines.

- Graphic design and layout with site structure/content in consultation with Communications and Fund Development team
- Usability and accessibility evaluations during design phase;
- Implementation of the New Solution
- The Bidder shall install, configure and deploy its solution delivering a completely functional system consistent with the project goals as well as the functional and technical specifications.
- The first phase of the solution shall be fully operational and ready for use by the end of January 2024.

System Production Testing

The Bidder shall provide production testing of the solution to ensure a fully-functional system prior to the go-live date. Production testing will include testing the solution at different levels, e.g., all application software and system level, security, performance and stress testing, etc.

Systems & End User Documentation & Training

The Bidder shall provide systems end-user documentation (manuals, user guides in digital format) and training to ensure the effective and successful use of the solution.

Solution Delivery, System Acceptance Testing and Go-Live

The Bidder shall work with Good Samaritan to provide the necessary technical staff to carry out the acceptance testing and go-live of the solution system. At a minimum, solution delivery and acceptance testing will include, but will not be limited to, developing a testing strategy, developing a testing plan and the preparation of test scripts. System testing will also include user-acceptance testing, integration testing, testing of configuration and stress and load testing. A complete system test will be carried out and signed-off by Good Samaritan prior to going live.

Systems Maintenance & Ongoing Technical Support

The Bidder shall provide systems maintenance and ongoing technical support, including telephone, web-based and/or onsite technical support.

Deliverables

This subsection of the Scope of Work provides a description of the Deliverables to be provided by the Bidder.

- A Project Management Plan, with a corresponding Work Plan;

- A fully operational solution described above and in the Functional and Technical Specifications;
- All proposed software and components including licensing and terms;
- System documentation including installation procedures and configuration;
- A Testing Plan;
- Training for Administrators and Editors (highest-level users);
- Training manuals and user guides;
- Online or built-in help features.

Support Maintenance

This subsection of the Scope of Work provides a description of the required system-support maintenance to be provided by the Bidder. Following implementation and acceptance of the system, the Bidder shall provide ongoing maintenance and support by annual contract.

- Terms of support shall include response within four (4) hours and resolution within one (1) business day. Support may be provided online, by remote access or on site as appropriate.
- Remote access by the Bidder must be conducted utilizing the method dictated by Good Samaritan. Terms of maintenance shall include all upgrades, patches and new releases.
- Incident management process and tools should be able to integrate with Good Samaritan IT support model
- The first annual maintenance and support contract shall not commence until the system has been fully implemented and accepted by Good Samaritan.

Functional and Technical Proposal

Project Assumptions and Expectations

The Bidder shall identify all key assumptions being made as part of the Proposal. This includes listing all expectations regarding Good Samaritan's involvement and participation in the Project, including an estimation of the time involved.

Proposed Solution

The Bidder shall describe in detail the solution being proposed. The Proposal should address functionality, system requirements, and any other information necessary to explain how the solution will meet the Functional and Technical Specifications, along with the Evaluation Criteria outlined in the RFP.

A SWOT analysis of the current website www.gss.org.

Recommendations or requirements for hardware other than that currently available within Good Samaritan's existing infrastructure must be identified and justified.

Privacy and Public Data

The current website collects personal information through donation forms and contact forms. The data collected, use of such data and modifications to the transmission of data from these forms is excluded from this RFP.

The current website connects to third party services for transmission of donor or contact information, and connects to Good Samaritan's recruitment portal. Modifications of these links is excluded from this RFP and these links must remain unchanged.

Should the successful vendor wish to propose a change to the hosting services of the website, this will require an in depth threat risk analysis and privacy impact assessment prior to approval of any changes. The successful vendor will not modify the hosting services without prior approval.

Implementation Plan

The Proposal should describe in detail the implementation of the proposed solution. This should include a discussion of how change management will be addressed, how the Project will be phased, and the timing and necessity of Good Samaritan hardware and staff resources. This should further entail defining and identifying the point at which the Bidder would deem implementation "complete" and the solution would be turned over to Good Samaritan for fully-functional operations.

Testing Plan

The Proposal should describe in detail the Testing Plan for each component and phase proposed. Testing must also address system speed, storage, backup and recovery. A detailed test plan should be included in the Proposal.

Training Plan

The Proposal should provide a detailed plan that addresses the training needs of:

- System Administrators;
- Editors (highest-level users); and
- Documentation (Manuals, Guides, Online, PDFs, and Videos).

Work Plan

The Proposal should provide a project schedule showing significant tasks with milestones. The Work Plan would be used to develop the Project Management Plan identified in the Scope of Work. This should include tasks, if any, to be performed by Good Samaritan and a discussion of the timing of deliverables and the expected effort from Good Samaritan. A Gantt chart must be included.

Cost Proposal

Bidders are to provide an itemized list of all costs related to the Proposal.

All amounts are to be stated in CAD. Unless otherwise specified, all Cost Proposals shall be binding for one hundred and twenty (120) calendar days following the Proposal Submission Date, unless extended by mutual consent of all parties. Good Samaritan will correct any errors in computations when the Proposals are being examined. The selected Bidder shall be paid in

accordance with the Cost Proposal submitted (or as otherwise negotiated and agreed to by Good Samaritan).

Evaluation Procedure and Criteria

Good Samaritan intends to select the economically most advantageous offer based on the award criteria. The selected Bidder will not be based solely on quoted pricing. We reserve the right to contract by individual items, in the aggregate, or in combination thereof, or to reject any or all Proposals and to waive any informality in Proposals received whenever such rejection or waiver is in the best interest of Good Samaritan.

Bidders' Responsiveness

Bidders are advised that failure to comply with the general instructions and submittal requirements, including required attachments, may result in non-acceptance of a Proposal. Bidders are further advised that lengthy or wordy submissions are not necessary.

PART A: SUBMISSION OF PROPOSAL OVERVIEW**1) Cover Letter:**

Provide a cover letter indicating Respondents interest in serving as Good Samaritan's agent to sell subject property. By signing the cover letter the Respondent is representing that they are authorized on behalf of their organization to enter into an agreement with Good Samaritan and to be bound by the terms and conditions within said agreement.

2) Professional Background Information:

Provide details on the background and qualifications of the Respondents firm. For example, list the years in business with a description of the firm including: size of firm, location, number and nature of the professional staff to be assigned to this contract, with a brief resume' for each person listed.

3) Experience Summary:

Describe the firm's pertinent real estate experience (minimum of five (5) years experience with proven effectiveness). In particular provide examples of cases where the Respondent has successfully marketed similar properties, as well as any experience in marketing properties for local government clients.

4) References

Provide a list of three (3) applicable references. Include name, title, and contact information for each reference, as well as a brief description of the specific services provided to them that will be providing reference on.

5) Conflict of Interest:

In order to avoid a conflict of interest, or the appearance of a conflict of interest, the Respondent's firm should not engage in any outside activities that are inconsistent, incompatible, or appear to conflict with their ability to exercise independent/objective judgement that is in the best interest of Good Samaritan. Please outline all conflicts of interest that may exist for the firm in relation to providing real estate services Good Samaritan.

6) Good Standing:

The Respondents firm must be in compliance with all levels of government and maintain any and all required licences or permits associated with the proposed work, which specifically includes good tax payment status and good corporate registration status. Additionally, please provide the firm's legal corporate name and business number(s).

7) Proposed form of Contract:

Provide the proposed form of Professional Services Contract corresponding to the Services in the proposal. Please note without restriction to any other terms or conditions set out herein that Good Samaritan shall not be bound to sign or accept terms of any proposed form of contract, and shall be at liberty to negotiate terms of any agreement or to propose a new or amended form of agreement with any Respondent.

PART B - THE RFP PROCESS:

1) KEY DETAILS:

a. Questions Regarding this RFP:

Any question a Respondent has related to this RFP process must be directed to Good Samaritan via email to Purchasing@gss.org Attention: Rick Hessels, Manager Procurement & Contracts Management. When submitting inquiries, please identify the RFP title, number and name in the e-mail subject line.

Answers to questions received will be provided via an addendum to all Respondents, which will be posted to Alberta Purchasing Connection, as well as Good Samaritan's website. Information obtained from any other source other than Alberta Purchasing Connection or Good Samaritan's website is unofficial and must not be relied upon for this RFP.

All questions regarding this RFP must be submitted prior to the 'Deadline for Questions' detailed under Section 1 b. of Part C. Questions received after the Deadline for Questions will be addressed as time permits.

The Respondent is solely responsible for seeking any clarification required regarding this RFP, and Good Samaritan shall not be held responsible for any misunderstanding by the Respondent.

b. Timetable:

This RFP process will run to the following timetable. This timetable may be amended at Good Samaritan's discretion through the issuance of addendum to this RFI.

EVENT	DATE
Issue date of this RFP	25 September 2023
Deadline for Questions	20 October 2023
Last Day of Issue of Addenda	25 October 2023
RFP Closing Date and Time	30 October 2023

Notification of Award	15 November 2023
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c. Submission of Information(Location, Date & Time, Format):

Proposals to this RFP should be submitted in accordance with the following:

- **Electronic Submissions Only:** Submissions must be submitted electronically via email to Procurement & Contracts Management: Purchasing@gss.org. Submissions sent by paper copy, fax, or other methods will not be accepted.
- **RFP Closing Date and Time:** Electronic submissions must be completed and confirmed as 'submitted', no later than the RFP Closing Date and Time as detailed in section 1) b. The RFP Closing Date and Time shall be determined by the clock on the wall at the reception desk of Good Samaritan's Head Office. Late submissions will not be accepted.
- **Format-** Submissions must be submitted in MS Word or PDF Format.

Good Samaritan assumes no responsibility for the receipt of Proposals where the instructions detailed above have not been complied with.

2) EVALUTATION OF BID SUBMISSION

Good Samaritan will conduct the evaluation of proposals and selection of a successful Respondent in accordance with the process detailed in this Section. Evaluation of proposals will be by an evaluation committee which may include Good Samaritan employees, including Good Samaritan's Procurement team, and others. Good Samaritan's intent is to enter into a contractual arrangement with the Respondent who has met all the mandatory criteria and minimum scores, and who has the highest overall ranking based on this evaluation process.

a. Mandatory Criteria:

Submissions not clearly demonstrating that they meet the following mandatory criteria will be excluded from further consideration in the evaluation process.

Mandatory Criteria:
The proposal must be received by the RFP Closing Date and Time, in accordance with the requirements of Section 1)b.
The submission of Information must be complete and address all of the items indicated in Part B. Submissions that are deemed to be incomplete will not be evaluated.

b. Scored Criteria:

Submissions that meet all of the Mandatory Criteria will be further assessed against the following scored criteria,

Award Criteria		Weighting (maximum points)
Quality	Bidder Overview – Company Overall Experience	15
	Bidder Overview –Key Staff Technical Skills and Qualification	5

Functional & technical Characteristics	Proposal – Plan Compliance with Functional and Technical Specification Specifications, including IT maintenance and support process	35
Project Delivery	Proposal – Work Execution and Deployment Plan	10
	Proposal – Cost	35
Total Points		100

c. Clarifications & Remedy Period:

Notwithstanding the requirements for mandatory criteria and scored criteria detailed in Part C Section 2, Good Samaritan will allow the following remedies and clarifications at its sole discretion.

- i. **Remedy for missing submission requirements:** If Good Samaritan finds that a proposal fails to meet all the submission requirements required of this RFP, then Good Samaritan may provide written notification to a Respondent which identified the requirements not met and provides the Respondent with 48 hours to remedy and supply the requirements. The 48 hours shall commence upon notification by Good Samaritan to the Respondent. This option to remedy missing requirements shall not apply to Proposals not received by the RFP Closing Date and Time.
 - ii. **Clarification of Proposals:** During the evaluation of the scored criteria, Good Samaritan may at its sole option, request further details or clarification from the Respondent and/or third parties, on aspects of a Proposal by way of a written request for clarification. The written request shall clearly state the required clarification and time limit to supply the information requested. Following receipt of clarification information, Good Samaritan may use this information to reassess and/or re-score the Proposal according to the scored criteria.
- d. Ranking of Respondents:** Following completion of the evaluation against the scored criteria, the weighted scores for each Proposal will be added together, and Proposals will be ranked according to their total weighted scores.

3) OTHER TERMS & CONDITIONS OF THIS RFP PROCESS:

a. Proposals in English

All Proposals are to be in English language only

b. Only One Entity as Respondent:

Good Samaritan will accept Proposals where more than one organization or individual is proposed to deliver the Services, so long as the Proposal identifies only one entity that will be the lead entity and will be the Respondent with sole responsibility to perform the Contract if executed. Good Samaritan will only enter into a Contract with that one Respondent. Any other entity involved in delivering the Service should be listed as a Sub-Contractor. The Respondent may include the Sub-Contractor and its resources as part of the Proposal and Good Samaritan will accept this, as presented in the Proposal, in order

to perform the evaluation. All Sub-Contractors to be used in the Service, must be clearly identified in the Proposal.

c. References and Experience:

In evaluating a Respondent's experience, as per scored criteria, Good Samaritan may consider information provided by the Respondents clients on the projects submitted in the Proposal, and may also consider Good Samaritan's own experience with the Respondent.

APPENDIX 'A' - PRICING SHEET SUMMARY (To be signed and submitted with the Vendors Responses)

1. **FROM (Respondents):**

(Respondent Legal Name)

(Respondent Operating Name)

(Mailing Address)

(City, Province, Postal Code)

(Email Address)

(Telephone)

(Contact Name and Title for this RFI)

ATTENTION: Rick Hessels
Manager- Procurement & Contract Management Services
The Good Samaritan Society
8861 – 75 Street NW,
Edmonton, Alberta T6C 4G8
Email: rhessels@gss.org

**RE: REQUEST FOR PROPOSAL (RFP) P103-2023-007
for Website Development and Implementation**

- (a) By submitting this Respondent, the Respondent agrees to be bound by the terms and conditions of the RFP and declares that the Respondent:
- (b) examined and read the RFP document for the above noted project;
- (c) understands the RFP documents, including the RFP Terms and Conditions;
- (d) confirms receipt of all addenda issued for the RFP, if any;

- (e) considered those addenda in the preparation of this Response;
 - (f) declares that no person, firm or corporation other than the undersigned has any interest in this Response or in the proposed Contract for which this Response is made.
 - (g) have noted no discrepancies, errors or omissions in the RFP except those previously brought in writing to the attention Good Samaritan and which have been clarified by any addenda.
 - (h) is competent to undertake and complete the Deliverables under this RFP;
 - (i) have relied upon own examination of the Deliverables, and have informed self/selves fully as to all conditions, contingencies, risks, circumstances, provincial, local or otherwise, which might influence or affect its performance and/or the cost of the Deliverables.
2. Submitted this _____ day of _____, 20____ .

Signed:

(Name and Title of the Respondent's authorized individual)