



Algonquins of Ontario

**Request for Proposal
("RFP")**

AOO Website Rebuilding

**Algonquins of Ontario
("AOO")**

December 2022

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1. Project Definition

The Algonquins of Ontario (AOO) require the services of an established website design contractor to rebuild our existing website (<https://www.tanakiwin.com>). The goal of this project is to build a new secure and easy-to-maintain website that is compatible with desktop, tablet, and mobile devices and offers a modern look-and-feel with improved navigability while maintaining certain elements of its current content and design.

Website rebuilding and modernization is essential to ensuring that the AOO continues to provide efficient and effective communications to its members and interested external parties throughout the treaty negotiation process and beyond.

2. About Algonquins of Ontario (AOO)

The Algonquins of Ontario (AOO) are on a journey of survival, rebuilding and self-sufficiency – a journey of reconciliation. This journey began nearly 250 years ago when the first Algonquin petition was submitted to the Crown in 1772.

The Algonquins lived in present-day Ontario for thousands of years before Europeans arrived. Their territory originally extended from the St. Lawrence River to the French River in the west, south to the Adirondack mountains in New York State, and north above Lake Abitibi. Over the past several hundred years, the description of the unceded AOO Settlement Area has changed to be the lands and waters on both sides of the Kichi-Sibi¹ (Ottawa River) watershed from modern Hawkesbury to Lake Nipissing and north past the headwaters of the Kichi-Sibi. Today, the following ten Algonquin communities comprise the Algonquins of Ontario:

- The Algonquins of Pikwakanagan
- Antoine Nation
- Kijicho Manito Madaouskarini
- Bonnechere
- Greater Golden Lake
- Mattawa/North Bay
- Ottawa
- Shabot Obaadjiwan
- Snimikobi (Ardoch)
- Whitney and Area

Based on a protocol signed in 2004, these communities are working together to provide a unified approach to negotiate a modern-day treaty. The AOO land claim includes an area of nine million acres within the watersheds of the Kichi-Sibi and the Mattawa River in Ontario. The majority of Algonquin Provincial Park lies within the Ottawa River watershed and thus within the unceded AOO Settlement Area.

The Algonquins of Pikwakanagan First Nation (known at the time as the Algonquins of Golden Lake) commenced the land claim by formally submitting the most recent petition with supporting research to the Government of Canada in 1983 and the Government of Ontario in 1985. The Province of Ontario accepted the claim for negotiations in 1991 and the Government of Canada in 1992. Since then, the negotiations, which are intended to culminate in an Algonquin Treaty, have grown to include ten communities that comprise the AOO.

¹ The Ottawa River, otherwise known as the Big River, has also been referred to in the Algonquin language as “Kichi-Sibi,” “Kichissippi” “Kitchissippi” and “Kichisippi.”

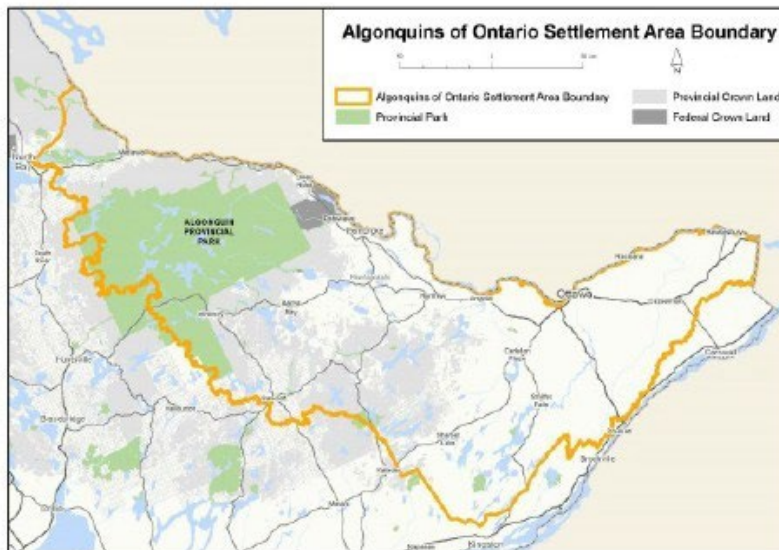
On October 18, 2016, the Algonquins of Ontario and the Governments of Ontario and Canada reached a major milestone in their journey toward reconciliation and renewed relationships with the signing of the Agreement-in-Principle (AIP). The signing of the AIP is a key step toward a Final Agreement that will clarify the rights of all concerned and open new economic development opportunities for the benefit of the Algonquins of Ontario and their neighbours in the Settlement Area in eastern Ontario.

The Algonquin Negotiation Team consists of the Chief and Council of the Algonquins of Pikwakanagan First Nation, who are elected under the Pikwakanagan Custom Election Code, and one representative from each of the nine other Algonquin communities, each of whom is elected by the enrolled Algonquin voters of each community for a three-year term.

The unceded AOO Settlement Area, shown in Figure 1 below, includes an area of more than nine million acres within the watersheds of the Kichi-Sibi and the Mattawa River in Ontario, an unceded territory that covers most of eastern Ontario, including Ottawa and most of Algonquin Provincial Park. More than 1.2 million people live and work within the unceded AOO Settlement Area. There are 84 municipal jurisdictions fully and partially located within the unceded AOO Settlement Area, including 75 lower and single-tier municipalities and nine upper-tier counties.

Figure 1

Algonquins of Ontario Settlement Area Boundary



The AOO Treaty will provide certainty about the ownership, use, and management of land and natural resources for the Algonquins and everyone else in the Settlement Area in Ontario. This will remove the barriers to economic growth created by existing uncertainties and contribute to a more stable social, political, and economic environment with greater potential for regional economic development, jobs, and growth.

3. Scope of Project

The primary objectives of this website rebuilding and modernization project are to build a desktop, tablet, and mobile-friendly responsive website, improve security, and improve navigability and page loading speed. Incorporating the existing color scheme, photographs, and

other imagery, the new website should also offer a look-and-feel consistent with the standards of modern websites.

The website will include the following new features:

- An access only section for AOO members capable of providing communications materials in a variety of formats (e.g., video, PDF, PowerPoint) and allowing for individual logins for as many as 20,000 members
- RESTful API on the website to provide the members with access through authentications and exchange information
- A portal where AOO members or interested external parties can submit questions and comments to the AOO
- A prominent section specifically devoted to Algonquin culture and related AOO initiatives
- Integration with third party tools for electronic (email and web-based) newsletter subscription
- Integration options for social media widgets
- Site visitor analytics with Google Analytics tag manager to generate traffic reports

Subject to revision during project execution, it is anticipated that the new website will maintain all sections, pages, and quick links presently featured in the site map of the current site (see [Sitemap | Algonquins of Ontario \(tanakiwin.com\)](#)), but also allow for room to grow. Integration of site sections and quick links, as well as reorganization and consolidation of existing materials, will be important to improving user experience, and this work will be completed through ongoing collaboration between the successful candidate and AOO staff.

The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user. Also, the site must be compatible with all the major internet browsers.

4. Project's Budget

The bidders must submit a proposed budget and ensure that their Financial Proposal is inclusive of all costs and taxes.

5. Submission Instruction

In response to this RFP, a vendor shall:

- State its understanding of the scope of the Project
- Demonstrate it has the required work experience
- Demonstrate it has the required professional qualifications
- Demonstrate its capability to undertake and complete the Project within the prescribed timeline; and
- Demonstrate its capacity to undertake and complete the Project within the specified budget

The vendor's proposal should follow the guidelines listed below:

- i. Executive summary:
 - summarize your proposed solution and services
 - provide a summary of pricing for the proposed services and products

ii. Description of creative design services offered:

- tell us about your proposed solution, services, and deliverables in terms of creative design strategy, methodology, plan, and other important aspects of the website rebuilding process as per the RFP requirements
- indicate CMS (Content Management System) and tech stack which will be used to build the website; our current website is built using WordPress and so, we will prefer WordPress, unless you can provide us any convincing reason for not using it
- provide details on RESTful API on the website providing the members with access through authentications
- include description of included security features, site backup, and measures against cyber attacks
- provide confirmation of capacity to create access only section and questions and comments submission portal
- proposed sitemap and wireframe mockups for the new site
- plan for optimizing traffic to the website with search engine optimized (SEO) with proper keyword research
- site migration plan
- overview of your project management process including phases, tasks, and timeframes for the various phases of the project
- provide details on the post-launch user training for the AOO staff, update period, and support included along with the training duration, support format

iii. Portfolio:

- submissions should include a minimum of five previous website designs for active websites, preferably including websites created for similar organizations (e.g., indigenous communities or organizations; municipal governments).
- include contact information for a reference at three of these companies or organizations.
- provide links to public reviews or ratings of your past clients if available

iv. Company Profile:

- tell us about your company, office location and number of years in operation
- brief bios of key company personnel including staff who would be directly involved in the website design
- description of previous experience providing web design services to similar companies or organizations
- note relevant experience that would help to deliver the Project
- note why we should choose your business over other vendors

v. Pricing:

- include an estimated overall cost of completion as well as a reasonably detailed breakdown of costs
- if you offer, provide maintenance service cost after the project is completed

vi. Warranty:

- include a description of services provided after the launch of the new website to ensure proper functioning and how long after launch those services are available

vii. Terms and Conditions:

- include any terms and conditions for working with your company

Please submit your proposal in pdf format to ysarker@tanakiwin.com by January 2, 2022, 12:00 pm EST.

6. Selection Criteria

A Project proposal will be selected based on the following essential criteria:

- relevant technical expertise, experience, and performance in website design projects
- samples of the vendor's previous work
- quoted cost of the Project
- must demonstrate capacity and capability to deliver the project deliverable as described in the RFP

Offers will be assessed in accordance with the entire requirement of the RFP including the technical and financial evaluation criteria.

The AOO reserves the right to award the contract to the vendor that represents the best value to the organization.

7. Timelines

The following contains the timelines for this project:

| | |
|---|-------------------|
| RFP Posting | December 2, 2022 |
| Deadline to submit questions regarding RFP | December 16, 2022 |
| Deadline for proposal submission | January 2, 2023 |
| AOO deadline for selecting successful vendor | January 18, 2023 |
| The contract for the Project will be awarded on | January 20, 2023 |
| Project start date | January 30, 2023 |

Failing to deliver a proposal by the deadline may result in the rejection of the proposal.

Changes to the submitted proposal can be made, if required, provided they are received as an Addendum (or an Amendment) to, or clarification of, the previously submitted proposal, or as a completely new proposal to cancel and supersede the earlier proposal. The addendum, clarification, or new proposal should be submitted as per the delivery instructions outlined above, be clearly marked "REVISION", and must be received no later than the submission deadline. In addition, the revised proposal should include a description of the degree to which the contents are in substitution for the earlier proposal.

8. Location of work

Due to the type of service required, the successful vendor will be able to work from its own location. Travel is not expected to be required by the vendor.

9. Confidentiality

Any documents generated or exchanged between the selected vendor and the AOO for the purpose of this RFP are confidential. The selected vendor, and any subcontractors will be required to sign a confidentiality agreement before the contract is awarded.

10. Inquiries

Website rebuilding project will be supervised by Yusuf Sarker, GIS and Business Systems Specialist, with administrative assistance from Ashley Keller, Office & Administration Coordinator.

Any questions regarding this RFP should be sent via email to ysarker@tanakiwin.com

The subject line should include the following:

“AOO Website Rebuilding”

Information on inquiries related to the RFP obtained from any other person or source may not be relied upon.

Inquiries should be made in writing via email only no later than 4 PM EST on December 16, 2022.

11. Rights of the AOO

This RFP does not commit the AOO in any way to select a Preferred Proponent, or to proceed to negotiations for a Contract, or to award any contract, and the AOO reserves the right to at any time reject all Proposals, and to terminate this RFP process.

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract of any kind is formed under, or arises from, this RFP, prior to the signing of a formal written Contract.

Once the website has been completed and accepted by AOO, the website design and all of its contents and architecture become the property of AOO.