

REQUEST FOR PROPOSALS FOR Lead Generation Website

For the Government of Prince Edward Island, as represented by
the Minister of Finance

Request for Proposal Number:	5359
Date Issued:	September 10, 2019
Submission Deadline:	October 1, 2019

Tables of Contents

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS	3
1.1 Invitation to Proponents	3
1.2 RFP Contact.....	3
1.3 Type of Contract for Deliverables	3
1.4 RFP Timetable.....	3
1.5 Submission of Proposals	4
PART 2 – EVALUATION OF PROPOSALS	6
2.1 Stages of Evaluation	6
2.2 Stage I – Mandatory Submission Requirements	6
2.3 Stage II – Evaluation	6
2.4 Stage III – Pricing	7
2.5 Selection of Highest Scoring Proponent	7
2.6 Notification to Other Proponents	7
PART 3 – TERMS AND CONDITIONS OF THE RFP PROCESS.....	8
3.1 General Information and Instructions	8
3.2 Business Registration	9
3.3 Communication after Issuance of RFP.....	9
3.4 Execution of Agreement, Notification and Debriefing.....	10
3.5 Conflict of Interest and Prohibited Conduct.....	10
3.6 Confidential Information.....	12
3.7 Reserved Rights, Limitation of Liability and Governing Law	12
3.8 Participation of Eligible Public Sector Entities.....	13
APPENDIX A – FORM OF AGREEMENT.....	15
APPENDIX B – SUBMISSION FORM.....	29
APPENDIX C – SUBMISSION PRICING FORM	33
APPENDIX D – RFP PARTICULARS.....	36
D.1 The Deliverables	36
D.2 Material Disclosures	43
D.3 Rated Criteria	43
APPENDIX E – Information Architecture.....	46
APPENDIX F – Design Samples	51
APPENDIX G – Style Guides.....	52

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS

1.1 Invitation to Proponents

This Request for Proposals (the “RFP”) is an invitation by the Province of Prince Edward Island (“the Province”) to prospective Proponents to submit proposals for the provision of a **Lead Generation Website** as further described in the **RFP Particulars (Appendix D)** (the “Deliverables”).

The Government of Prince Edward Island (GPEI) is looking for an experienced Contractor to build a multi-website platform for use by multiple Departments, Agencies and Crown Corporations, as a tool to promote the Province of Prince Edward Island as a place to live, learn and do business. It is meant to be a central hub to generate leads and provide information targeted at national and international audiences. It should be a visually rich website that capitalizes on detailed content hosted on other key websites, such as princeedwardisland.ca and tourismpei.com.

1.2 RFP Contacts

For the purposes of this procurement process, the “RFP Contacts” shall be:

Justin Muttart

Web Technical Supervisor, Web Digital Office – IT Shared Services
djmuttart@gov.pe.ca

Melanie Barlow

Procurement Officer, Department of Finance
mcbarlow@gov.pe.ca

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials or other representatives of the Province, other than the RFP Contacts or their designate, concerning this RFP. Failure to adhere to this rule may result in the disqualification of the Proponent and the rejection of the Proponent’s proposal.

1.3 Type of Contract for Deliverables

The selected Proponent will be required to enter into an agreement with the Province for the provision of the Deliverables in the form attached as **Appendix A** to the RFP (the “Agreement”).

1.4 RFP Timetable

Issue Date of RFP	September 10, 2019
Deadline for Questions	September 18, 2019
Deadline for Issuing Addenda	September 23, 2019
Submission Deadline	October 1, 2019 at 2:00 pm Atlantic Time
Anticipated Execution of Agreement	October 8, 2019

The RFP timetable is tentative only, and may be changed by the Province at any time.

1.5 Submission of Proposals

1.5.1 Proposals to be submitted at the Prescribed Location

Proposals must be submitted at:

PROCUREMENT SERVICES

95 Rochford Street
2nd Floor South, Shaw Building,
PO Box 2000, Charlottetown, PE, C1A 7N8

1.5.2 Proposals to be submitted on Time

Proposals must be submitted at the location set out above on or before the Submission Deadline as indicated in section 1.4. The Proponent is solely responsible for the delivery of its proposal to the exact location (including floor, if applicable) indicated in this RFP on or before the Submission Deadline. The Province does not accept any responsibility for proposals delivered to any other location by the Proponent or its delivery agents. Proposals submitted after the Submission Deadline will be rejected. The Province's time clock will be deemed to be correct.

1.5.3 Proposals to be submitted in Prescribed Format

In a sealed package, Proponents should submit their proposal containing five (5) hard copies of their proposal and one (1) electronic copy saved as a Portable Document Format (PDF) on a USB flash drive, unless otherwise indicated. The file name on the electronic copy should include an abbreviated form of the Proponent's name and RFP#. If there is a conflict or inconsistency between the hard copy and the electronic copy of the proposal, the hard copy of the proposal shall prevail. In the interest of environmental sustainability, please refrain from using binders, binding, plastic covers, or similar fastening or presentation materials when submitting the proposal. Similarly, unless specifically requested in this solicitation document, Proponents should not submit product catalogues, swatches, or other marketing materials with their bid. Sealed packages should be prominently marked with:

- the RFP title and number (see RFP cover)
- the full legal name and return address of the Proponent

The Province will not accept proposals submitted by **facsimile transfer, email, or any other electronic means.**

1.5.4 Amendment of Proposals Prior to Submission Deadline

Proponents may amend their proposals prior to the Submission Deadline by submitting the amendment in a sealed package prominently marked with the RFP title and number and the full legal name and return address of the Proponent to the location set out in section 1.5.1 Any amendment must clearly indicate which part of the proposal the amendment is intended to amend or replace. Any amendments received after the Submission Deadline will not be accepted. Amendment must be signed by the person who signed the original proposal submission or by a person authorized to sign on his or her behalf.

1.5.5 Withdrawal of Proposals

Proponents may withdraw their proposals prior to the Submission Deadline. To withdraw a proposal, a notice of withdrawal must be received by the RFP Contact prior to the Submission Deadline and must be signed by an authorized representative of the Proponent. The Province is under no obligation to return withdrawn proposals.

1.5.6 Proposals Irrevocable after Submission Deadline

Proposals shall be irrevocable for a period of **Ninety (90)** days from the Submission Deadline.

[End of Part 1]

PART 2 – EVALUATION OF PROPOSALS

2.1 Stages of Evaluation

The Province will conduct the evaluation of proposals in the following three stages:

2.2 Stage I: Mandatory Submission Requirements

Stage I will consist of a review to determine which proposals comply with all of the Mandatory Submission requirements. Proposals that do not comply with all of the Mandatory Submission requirements as of the Submission Deadline will be disqualified and not evaluated further.

The Mandatory Submission Requirements are as follows:

2.2.1 No Amendment to Forms

Other than inserting the information requested on the mandatory submission forms set out in the RFP, a Proponent may not make any changes to any of the forms. Any proposal containing any such changes, whether on the face of the form or elsewhere in the proposal, will be disqualified.

2.2.2 Submission Form (Appendix B)

Each proposal must include a completed **Submission Form (Appendix B)** signed by an authorized representative of the Proponent.

2.2.3 Submission Pricing Form (Appendix C)

Each proposal must include a Submission Pricing Form (**Appendix C**) completed according to the instructions contained in the form.

2.3 Stage II – Evaluation

2.3.1 Rated Criteria

The Province will evaluate each compliant proposal on the basis of the rated criteria as set out in Section D of the **RFP Particulars (Appendix D)**. The following is an overview of the categories and weighting for the rated criteria of the RFP. Proponents who do not meet a minimum threshold score for a category will not proceed to the next stage of the evaluation process.

Rated Criteria Category	Weighting (Points)	Minimum Threshold
D.3.1 Executive Summary and Understanding	25	19
D.3.2 Proposed Approach and Process	35	24
D.3.3 Demonstrated Expertise and Project References	30	25
D.3.4 Proposed Project Manager Resume and References	15	11
D.3.5 Proposed Resources, Resumes and References	15	11
Subtotal	120	90
Appendix C Submission Pricing Form	30	
Total Points	150	

2.4 Stage III – Pricing

Stage III will consist of a scoring of the submitted pricing of compliant proposals in accordance with the price evaluation set out in the **Submission Pricing Form (Appendix C)**. The evaluation of price will be undertaken after the evaluation of mandatory submission requirements and rated criteria has been completed.

2.5 Selection of Highest Scoring Proponent

After the completion of Stage III, all scores from Stage II and Stage III will be added together and each Proponent will be ranked based on its total score. The Proponent with the highest score will be selected to enter into the Agreement in accordance with Part 3. Upon finalization of the Agreement with the Province, the Proponent shall thereafter be known as the successful Proponent.

2.6 Notification to Other Proponents

Once an agreement is finalized and executed by the Province with a Proponent, the other Proponents will be notified in accordance with the Terms and Conditions of the RFP Process (Part 3).

[End of Part 2]

PART 3 – TERMS AND CONDITIONS OF THE RFP PROCESS

3.1 General Information and Instructions

3.1.1 RFP Incorporated into Proposal

All of the provisions of this RFP are deemed to be accepted by each Proponent and incorporated into each Proponent's proposal. A Proponent who submits conditions, options, variations or contingent statements inconsistent with the terms set out in this RFP, including the terms of the Agreement in Appendix A, either as part of its proposal or after receiving notice of selection, will be disqualified.

3.1.2 Proponents not to change terminology

Changes to the terminology of this RFP are prohibited

3.1.3 Proponents to Follow Instructions

Proponents should structure their proposals in accordance with the instructions in this RFP. Where information is requested in this RFP, any response made in a proposal should reference the applicable section numbers of this RFP.

3.1.4 Language

All proposals are to be in English, or both English and French. If there is a conflict or inconsistency between the English version and the French version of the proposal, the English version of the proposal shall prevail.

3.1.5 No Incorporation by Reference

The entire content of the Proponent's proposal should be submitted in a fixed form, and the content of websites or other external documents referred to in the Proponent's proposal but not attached will not be considered to form part of its proposal.

3.1.6 References and Past Performance

In the evaluation process, the Province may include information provided by the Proponent's references and may also consider the Proponent's past performance or conduct on previous contracts with the Province.

3.1.7 Information in RFP Only an Estimate

The Province makes no representation, warranty or guarantee as to the accuracy of the information contained in this RFP, received from the RFP contact or issued by way of addenda. Any quantities shown or data, or opinion contained in this RFP or provided by way of addenda are estimates only and are for the sole purpose of indicating to Proponents the general scale and scope of the Deliverables. It is the Proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this RFP.

3.1.8 Proponents to Bear Their Own Costs

The Proponent shall bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for interviews, presentations or demonstrations.

3.1.9 Proposal to be retained by the Province

The Province will not return the proposal or any accompanying documentation submitted by a Proponent.

3.1.10 No Guarantee of Volume of Work or Exclusivity of Contract

The Province makes no guarantee of the value or volume of work to be assigned to the successful Proponent. The agreement to be negotiated with the selected Proponent will not be an exclusive contract for the provision of the described Deliverables. The Province may contract with others for goods and services the same as, or similar, to the Deliverables or may obtain such goods and services from resources within the Province.

3.1.11 Declaration of Contract Intentions

As outlined in the Submission Form (Appendix B), the Proponent must prepare a declaration of its intentions regarding the terms of the Agreement (the "Declaration"). The Declaration should be included as part of your Submission Form (Appendix B) with your Proposal. Failure to include a completed Declaration may be grounds for disqualification. If the Proponent wishes to request alterations to the Agreement Form (Appendix A), these alterations should be identified in the Declaration. The extent of the alterations to the Agreement Form (Appendix A) will be taken into account when evaluating proposals. The Proponent who requests what, in the sole opinion of the Province, are multiple changes or is a major change to the Agreement Form (Appendix A), risks having its score reduced. Therefore, requested alterations should reflect only those alterations that the Proponent considers to be vital to its proposal.

3.2 Business Registration

Proponents may be required to be registered to carry on business in accordance with applicable laws. For information on the business registration requirements of the Consumer, Corporate and Financial Services, Department of Justice and Public Safety, please consult:

<https://www.princeedwardisland.ca/en/topic/business-name-registration>

The status of a Proponent's business registration does not preclude the submission of a proposal in response to this RFP. A proposal can be accepted for evaluation, regardless of (i) whether the company is registered, or (ii) whether its business registration is in good standing. However, if the Proponent is selected as the successful Proponent, that Proponent must bring itself into compliance prior to the execution of the Agreement.

3.3 Communication after Issuance of RFP**3.3.1 Proponents to Review RFP**

Proponents shall promptly examine all of the documents comprising this RFP, and report any errors, omissions, or ambiguities; and direct questions or seek additional information in writing by email to the RFP Contact on or before the Deadline for Questions. No such communications are to be directed to anyone other than the RFP Contact. The Province is under no obligation to provide additional information, and the Province will not be responsible for any information provided by or obtained from any source other than the RFP Contact. It is the responsibility of the Proponent to seek clarification from the RFP Contact on any matter it considers to be unclear. The Province will not be responsible for any misunderstanding on the part of the Proponent concerning this RFP or its process.

3.3.2 All New Information to Proponents by Way of Addenda

This RFP may be amended only by addendum in accordance with this section. If the Province, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated by addendum on the **Prince Edward Island Tendering Site**. Each addendum forms an integral part of this RFP and may contain important information, including significant changes to this RFP. Proponents are responsible for obtaining all addenda issued by the Province and will be deemed to have read all posted addenda.

3.3.3 Post-Deadline Addenda and Extension of Submission Deadline

If the Province determines that it is necessary to issue an addendum after the Deadline for Issuing Addenda, the Province may extend the Submission Deadline for a reasonable period of time.

3.3.4 Verify and Clarify

During the evaluation process, the Province may request further information from the Proponent or third parties in order to verify or clarify the information provided in the Proponent's proposal, including but not limited to clarification with respect to whether a proposal meets the mandatory technical requirements set out in the RFP Particulars (Appendix D). The Province may revisit and re-evaluate the Proponent's response or ranking on the basis of any such information.

3.4 Execution of Agreement, Notification and Debriefing

3.4.1 Selection of Proponent and Execution of Agreement

The Province will notify the selected Proponent in writing. The selected Proponent shall execute the Agreement in the form attached as **Appendix A** to this RFP and satisfy any other applicable conditions of this RFP within fifteen (15) days of notice of selection.

3.4.2 Failure to Enter into Agreement

In addition to all of the Province's other remedies, if a selected Proponent fails to execute the Agreement or satisfy any other applicable conditions within fifteen (15) days of notice of selection, the Province may, in its sole and absolute discretion and without incurring any liability, withdraw the selection of that Proponent and proceed with the selection of another Proponent or cancel the RFP Process.

3.4.3 Notification of Outcome of Procurement Process

Once an agreement is executed by the Province with a Proponent, notification of the outcome of the Procurement process will be posted on the **Prince Edward Island Tendering Site**.

3.4.4 Debriefing

Proponents may request a debriefing after notification of the outcome of the procurement process. All requests must be in writing to the RFP Contact and must be made within sixty (60) days of notification of the outcome of the procurement process. The intent of the debriefing information session is to aid the Proponent in presenting a better proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process or its outcome.

3.5 Conflict of Interest and Prohibited Conduct

3.5.1 Conflict of Interest

The Province may disqualify a Proponent for any conduct, situation or circumstance, determined by the Province, in its sole and absolute discretion, to constitute a Conflict of Interest. For the purposes of this Section, "Conflict of Interest" has the meaning ascribed to it in the **Submission Form (Appendix B)**.

3.5.2 Disqualification for Prohibited Conduct

The Province may disqualify a Proponent, or terminate an agreement entered into if the Province, in its sole and absolute discretion, determines that the Proponent has engaged in any conduct prohibited by this RFP.

3.5.3 Prohibited Proponent Communications

A Proponent shall not engage in any communications that could constitute a Conflict of Interest and must take note of the Conflict of Interest declaration set out in the Submission Form (Appendix B).

3.5.4 Proponent not to Communicate with Media

A Proponent may not at any time directly, or indirectly, communicate with the media in relation to this RFP or any agreement entered into pursuant to this RFP without consent of the Province, and then only in coordination with the Province.

3.5.5 No Lobbying

A Proponent shall not, in relation to this RFP or the evaluation and selection process, engage directly or indirectly in any form of political or other lobbying whatsoever to influence the selection of the successful Proponent.

3.5.6 Illegal or Unethical Conduct

Proponents shall not engage in any illegal business practices, including without limitation activities such as bid-rigging, price-fixing, bribery, fraud, coercion or collusion. Proponents shall not engage in any unethical conduct, including lobbying, as described above, or other inappropriate communications; offering gifts to any employees, officers, agents, elected or appointed officials or other representatives of the Province; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises or may be seen to compromise the competitive process provided for in this RFP.

3.5.7 Rejection of Proposals

The Province may reject a proposal based on past performance or based on inappropriate conduct, including but not limited to the following:

- (a) illegal or unethical conduct as described above;
- (b) the refusal of the Proponent to honour its submitted pricing or other commitments;
- (c) any conduct, situation or circumstance determined by the Province, in its sole and absolute discretion, to have constituted an undisclosed Conflict of Interest;
- (d) the Province's past experience with the Proponent within the 18 month period prior to the Submission Deadline for similar or related services; or
- (e) any information provided to the Province by any references of the Proponent, pursuant to either section 3.1.6 or section 3.7.1(e) of this RFP.

3.6 Confidential Information

3.6.1 Confidential Information of the Province

All information provided by or obtained from the Province in any form in connection with this RFP either before or after the issuance of this RFP

- (a) is the sole property of the Province and must be treated as confidential;
- (b) is not to be used for any purpose other than replying to this RFP and the performance of the agreement for the Deliverables;
- (c) must not be disclosed without prior written authorization from the Province; and
- (d) must be returned by the Proponent to the Province immediately upon request of the Province

3.6.2 Confidential Information of Proponent

A Proponent should identify any information in its proposal or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by the Province. The confidentiality of such information will be maintained by the Province, except as otherwise required by law or by order of a court or tribunal. Proponents are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by the Province to advise or assist with the RFP process, including the evaluation of proposals.

Proponents are also advised that all documents forming part of the RFP process, including all submitted proposals, are subject to the *Freedom of Information and Protection of Privacy Act* R.S.P.E.I. 1988, Cap. F-15.01 ("FOIPP"). A copy of FOIPP is available online at:

https://www.princeedwardisland.ca/sites/default/files/legislation/f-15-01_0.pdf

3.6.3 Personal Information

The *Freedom of Information and Protection of Privacy Act* R.S.P.E.I. 1988, Cap. F-15.01 ("FOIPP") governs the collection, use and disclosure of personal information by the Province and its service providers. The successful Proponent shall be required to comply with all requirements of FOIPP during the term of the Agreement. A copy of FOIPP is available online at:

<https://www.princeedwardisland.ca/sites/default/files/legislation/F-15-01-Freedom%20of%20Information%20and%20Protection%20of%20Privacy%20Act.pdf>

3.7 Reserved Rights, Limitation of Liability and Governing Law

3.7.1 Reserved Rights of the Province

The Province reserves the right to:

- (a) make public the names of any or all Proponents;
- (b) request written clarification in relation to a Proponent's proposal;
- (c) waive minor formalities that do not constitute Mandatory Submission requirements or Mandatory Technical requirements;
- (d) verify with any Proponent or with a third party any information set out in a proposal;
- (e) check references other than those provided by any Proponent;
- (f) disqualify any Proponent whose proposal contains misrepresentations or any other inaccurate or misleading information;

- (g) disqualify any Proponent or the proposal of any Proponent who has engaged in conduct prohibited by this RFP;
- (h) amend this RFP process without liability at any time prior to the execution of a written agreement between the Province and a Proponent. These changes are issued by way of addendum in the manner set out in this RFP;
- (i) cancel this RFP process without liability at any time prior to the execution of a written agreement between the Province and a Proponent. A cancellation is communicated by way of addendum in the manner set out in this RFP. The Province may in its sole discretion issue a new RFP for the same or similar Deliverables; or
- (j) reject any or all proposals.

These reserved rights are in addition to any other express rights or any other rights that may be implied in the circumstances, or that the Province has at law.

3.7.2 Limitation of Liability

By submitting a proposal, each Proponent agrees that:

- (a) neither the Province nor any of its employees, officers, agents, elected or appointed officials, advisors or representatives will be liable, under any circumstances, for any claim arising out of this proposal process including but not limited to costs of preparation of the proposal, loss of profits, loss of opportunity or for any other claim; and
- (b) the Proponent waives any claim for any compensation of any kind whatsoever, including claims for costs of preparation of the proposal, loss of profit or loss of opportunity by reason of the Province's decision to not accept the proposal submitted by the Proponent, to enter into an agreement with any other Proponent or to cancel this proposal process, and the Proponent shall be deemed to have agreed to waive such right or claim.

3.7.3 Governing Law and Interpretation

These terms and conditions of the RFP Process (Part 3):

- (a) are intended to be interpreted broadly and independently (with no particular provision intended to limit the scope of any other provision);
- (b) are non-exhaustive and shall not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations; and
- (c) are to be governed by and construed in accordance with the laws of the province of Prince Edward Island and the federal laws of Canada applicable therein.

3.8 Participation of Eligible Public Sector Entities

By submitting a proposal in response to this RFP, a Proponent irrevocably undertake and agrees that if successful, and following execution of an agreement with the Province, it will make the specified goods and/or services available to any public sector entity eligible to participate in this procurement process upon request by a public sector entity seeking access to those goods and/or services, provided however, that the Proponent's obligation to allow participation by other public sector entities does not extend to circumstances in which the Proponent would have to make capital or operational expenditures specifically in order to accommodate subsequent requests for goods or services by public sector entities.

The Proponent may only provide the goods and services specified under this RFP to additional entities by entering into a separate agreement with the new entity which shall contain the following minimum terms:

- (a) Any agreement the successful Proponent enters into with an eligible public sector entity shall be on the same terms and conditions, including pricing and expiry date, contained in the agreement it enters into for the same goods and/or services with the Province under this RFP.
- (b) The Proponent and the other entity acknowledge and agree that the Province will not have any contractual or financial obligation or any other liability to either the Proponent or the other entity for any matter arising under the agreement or through the provision of goods and services specified in this RFP and, without limiting the foregoing, the Proponent and other entity acknowledge and agree that:
 - The Province will not be liable or responsible for any act or omission of the other entity in relation to the other entity's access to the provisions of goods or services under this RFP;
 - The other entity will make its own enquiries and satisfy itself as to the suitability of the Proponent or its products or services for the other entity;
 - The other entity will be responsible for obtaining its own professional advice, including its own independent legal advice, and for including any additional business and legal terms and conditions in the other entity's agreement as may be necessary and appropriate in its specific circumstances; and
 - The other entity will be responsible for its own contract administration with the Proponent and will not direct any Proponent service issues that may arise to the Province.

For the purposes of this section, a public sector entity means any provincial government or provincially funded entity in Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, including municipalities, universities, community colleges, school boards, health authorities, housing authorities, agencies, boards, commissions, and crown corporations.

[End of Part 3]

APPENDIX A – FORM OF AGREEMENT

Sample Contract

**MEMORANDUM OF AGREEMENT
[INSERT NAME OF AGREEMENT HERE]**

THIS AGREEMENT made this _____ day of _____, 20____.

BETWEEN: **GOVERNMENT OF PRINCE EDWARD ISLAND**, as represented by
the Minister of _____ ,

(hereinafter referred to as "Government")

OF THE FIRST PART;

AND: _____
of _____
in _____ County, Province of _____ ,

(hereinafter referred to as the "Contractor")

OF THE SECOND PART.

WHEREAS Government wishes to engage the services of the Contractor to carry out the services described in Schedule "A" attached hereto;

AND WHEREAS the Contractor has agreed to provide Government with these services on certain terms and conditions as more particularly set out in this Agreement;

NOW THEREFORE in consideration of the mutual promises contained in this Agreement, the Parties agree that the terms and conditions of their relationship are as follows:

Definitions

1. In this Agreement, the following definitions apply:
 - (a) "Agreement" means this Memorandum of Agreement and all attached schedules, and "Memorandum of Agreement" means this Agreement excluding all attached schedules;
 - (b) "Contractor" means [INSERT CONTRACTOR'S FULL LEGAL NAME HERE];
 - (c) "Fiscal Year" means a 12 month period beginning on April 1st in a year and ending on March 31st in the following year;
 - (d) "Government" means Government of Prince Edward Island, as represented by the Minister of Finance;

- (e) "Parties" means Government and the Contractor, and "Party" means either of them as the context requires;
- (f) "Term" has the meaning provided in paragraph 3;
- (g) "Work" has the meaning provided in paragraph 2.

Covenants of the Contractor and Government

- 2. The Contractor shall perform the services, assume all those responsibilities and diligently execute all those duties described in the attached Schedule "A" (the "Work"), in a manner satisfactory to Government.
- 3. (a) Subject to the termination clause contained in the Termination section of this Agreement, the term of this Agreement shall commence on the ____ day of ____, 20__, and end on the ____ day of ____, 20__ (the "Term").

(b) Subject to the termination clause contained in the Termination section of this Agreement and notwithstanding the date of signing of this Agreement, it is acknowledged by both Parties that the Contractor commenced the performance of the Work on the ____ day of ____, 20__. It is further agreed that the amount of \$____ is the maximum amount to be paid for the Work and includes all amounts which may be owed for the Work done since ____ day of ____, 20__.

Payments, Records and Accounts

- 4. Government shall make payments to the Contractor in the following manner:
 - (a) Payment for the Work shall be at the rate of \$____per hour, excluding taxes, but in no case shall the total payment exceed \$____;
OR
 - (a) Payment for the Work shall be a lump sum of \$____, excluding taxes, payable on the____day of____, 20__.
OR
 - (a) Payment for the work shall be by installments of \$____, excluding taxes, payable as follows [*ie. List dates (milestones) when payments will be made including amount to be paid on each date*]
AND, IF APPLICABLE
 - (b) Government shall pay all expenses of the Contractor, exclusive of all taxes, up to a maximum of \$____, based on expenses actually incurred and verified by receipt.
 - (c) The payments described herein shall be paid upon the basis of the submission, by the ____ day of ____, 20__, of a detailed statement together with all necessary receipts. Such statements shall be submitted to Government, and Government shall pay the amount owing within ____ days of receipt.
 - (d) All payments are subject to a hold back of an amount equal to __% of the amount billed. The hold back shall be paid upon completion and acceptance of the Work.
OR

- (d) All payments are subject to a hold back of an amount equal to ____% of the amount billed. The hold back shall be paid upon the submission and acceptance of the final report and completion of the work.
- (e) The Contractor shall keep proper accounts and records of the cost to the Contractor of the Work and of all expenditures or commitments made by the Contractor under this Agreement including the related invoices, receipts and vouchers. Such accounts, invoices, receipts and vouchers shall, at all times, be open to audit, copying, extracting information and inspection by the authorized representatives of Government. The Contractor shall provide all facilities for the audits, inspections, copying and extractions and shall provide Government and its authorized representatives with all information that is requested from the accounts, records, invoices, receipts and vouchers.
- (f) Subject to statutory limitations, the Contractor shall not, without the written consent of Government, dispose of the accounts, records, invoices, receipts and vouchers related to this Agreement, but shall preserve and keep the same available for audit, copying, extracting information and inspections at any time.

Conditions of Agreement

- 5. (a) The Parties agree that the Contractor shall act as an independent contractor and that it is entitled to no other benefits or payments whatsoever than those specified in the Payments, Records and Accounts section of this Agreement.
- (b) The Parties agree that entry into this Agreement will not result in the appointment or employment of the Contractor, or any officer, clerk, employee or agent of the Contractor, as an officer, clerk, employee or agent of Government, nor shall the *Civil Service Act* R.S.P.E.I. 1988, Cap. C-8 apply.
- 6. (a) The Contractor agrees to accept sole responsibility to submit any applications, reports, payments or contributions for income tax, Canada Pension Plan, Employment Insurance, Workers' Compensation assessments, Goods and Services Tax, Harmonized Sales Tax, or any other similar matter which the Contractor may be required by law to make in connection with the Work.
- (b) The Contractor agrees to accept sole responsibility to comply with all federal, provincial and municipal legislation which may have application to the Work and agrees to comply with all provincial and federal legislation affecting conditions of work and wage rates including the *Employment Standards Act* R.S.P.E.I. 1988, Cap. E-6.2, the *Workers Compensation Act* R.S.P.E.I. 1988, Cap. W-7.1, or any other laws that impose obligations in the nature of employers' obligations. The Contractor agrees to follow the Public Service Commission Human Resource Policies 9.05 Violence in the Workplace Policy; 9.08 Drug, Alcohol, and Medication Policy; and 11.01 Policy for the Prevention and Resolution of Harassment in the Workplace while working on Government sites, in Government vehicles or alongside Government staff.
- (c) The Contractor, before undertaking any Work, shall provide to Government either a certificate of good standing by the Workers Compensation Board or written confirmation from the Workers Compensation Board that such certificate is not required.
- (d) The Contractor agrees to accept the full cost of doing those things required under this paragraph, and will not charge or seek reimbursement from Government in any way, such

costs having been taken into consideration and included in the rates of payment stipulated in Payments, Records and Accounts section of this Agreement.

7. Any payment under this Agreement is subject to a Provincial appropriation for the payment being approved by the Legislative Assembly of Prince Edward Island for Government's fiscal year in which the payment is to be made.

Reports

8. (a) The Contractor shall make interim reports as Government may direct.
- (b) The Contractor shall prepare and submit a draft final report for review and approval of Government not later than the ____ day of ____ 20__. Government shall either signify its approval or note the deficiencies in writing to the Contractor within ____ days of its submission. The final report shall be submitted to Government not later than the ____ day of ____, 20__, unless the Parties agree otherwise in writing.

Administration

9. Subject to any specified time schedule or location where the Work is to be performed as may be set forth in Schedule "A" attached hereto, the Work is to be performed at the locations specified in Schedule "B" - Locations of Work to Be Performed and the Contractor shall follow the same time schedule as applicable to employees of Government.
10. Government shall provide such support, direction, decisions and information to the Contractor as it deems necessary or appropriate under this Agreement and may appoint a person to administer this Agreement and communicate with the Contractor.

Termination

11. Notwithstanding other provisions of this Agreement, Government may terminate this Agreement in its entirety, or any part thereof, at any time by a notice in writing, signed by or on behalf of Government and delivered to the Contractor by hand delivery, mailed to the Contractor's last known place of business, facsimile transmission, or electronic communication. This Agreement shall be determined to have ended upon the date of delivery, sending by electronic communications or mailing of such notice in which event the Contractor shall have no further claim against Government, except that the Contractor will be paid pursuant to and in accordance with the provisions of the Payments, Records and Accounts section of this Agreement for the Work performed up to the date of termination by written notice. Such payment shall include all firm commitments made by the Contractor prior to the receipt of the notice and for which the Contractor is liable for payment, less any sums paid by Government to the Contractor on account.
12. Notice in this Agreement is deemed to have been effected on the day of delivery in person, facsimile, electronic communication, or upon mailing of the notice.

Confidentiality and Copyright

13. Any and all information, knowledge or data made available to the Contractor as a result of this Agreement shall be treated as confidential information. The Contractor shall not directly or indirectly disclose or use the information, knowledge or data for purposes unrelated to the Agreement at any time without first obtaining the written consent of Government, unless the information, knowledge or data is generally available to the public. Without limiting the foregoing, the Parties confirm that they have executed a Non-Disclosure Agreement, a copy of which is attached as Schedule "C" to this Agreement.
14. (a) The Parties agree that all lists, reports, information, statistics, compilations, analyses, and other data generated or collected in any way as a result of this Agreement are the exclusive property of Government and shall not be distributed, released, transmitted or used in any way, via any media, outside the purposes of this Agreement, by the Contractor, its employees, agents, servants or others for whom the Contractor is responsible, without the written consent of Government.
- (b) The Parties agree that Government owns the copyright on all aspects of the Work, including all manner of data as set out in sub-paragraph (a) and including all software developed as a result of the Work whether in the form of raw data, analyses, database entries or software or hardware code of any kind or in any form whatsoever, including but not limited to object code and source code and any necessary information with respect to the use of such code such as encryption keys, compiler information and version number.
- (c) The Contractor relinquishes all rights to the Work created pursuant to this Agreement, including all rights and moral rights otherwise accruing to the Contractor pursuant to the *Copyright Act*, R.S.C. 1985, c. C-42.
15. (a) Each person on behalf of the Contractor who properly requires access to any application involved in this Agreement is required to, and shall only use, a unique user name and password assigned by Government exclusively to that person for that person's sole use. For greater certainty, this requirement applies to any person who is accessing any test or production data residing on any Government server or network, and any copies of such data authorized to temporarily reside on the servers or networks of the Contractor.
- (b) Before beginning the Work, the Contractor agrees to execute Government's Acceptable Use Agreement, a copy of which is attached hereto as Schedule "D".

Conflict of Interest

16. The Contractor warrants that as at the date of this Agreement, no conflict of interest, or any circumstance that might interfere with independent and objective exercise of judgment, exists or is likely to arise in relation to execution of this Agreement or its subject matter. The Contractor shall immediately notify Government, in writing, if any such actual or potential conflict of interest should arise at any time during the Term. In the event Government discovers or is notified by the Contractor of an actual or potential conflict of interest, Government, in its sole discretion, may either:
- (a) allow the Contractor to resolve the actual or potential conflict to the satisfaction of Government; or
- (b) terminate the Agreement in accordance with the Termination section of this Agreement.

Freedom of Information and Protection of Privacy Act

17. The Contractor acknowledges that this Agreement, and information provided in respect of this Agreement, may be subject to release under the *Freedom of Information and Protection of Privacy Act* R.S.P.E.I. 1988, Cap. F-15.01. The Contractor may be consulted prior to release of any information.
18. The Contractor acknowledges and agrees that, in the event the Work involves the collection or use of personal information, it is subject to the *Freedom of Information and Protection of Privacy Act*, and that personal information may not be released to any third party or unauthorized individual.

Indemnification and Insurance

19. The Contractor shall indemnify and hold harmless Government, its agents, representatives and employees from and against all claims, demands, losses, costs, damages, actions, suits or proceedings of every nature and kind whatsoever arising out of or resulting from the performance of the Work (herein called the "Claim"), provided that any such Claim is caused in whole or in part by any act, error or omission, including, but not limited to, those of negligence of the Contractor or anyone directly or indirectly employed by the Contractor or anyone for whom the Contractor may be liable.
20. The Contractor shall, without limiting its obligations or liabilities under this Agreement and at its own expense, provide and maintain the following insurance with insurers and in forms and amounts acceptable to Government:
- (a) Commercial General Liability insurance in an amount not less than Two Million (\$2,000,000.00 CAD) Dollars inclusive per occurrence against bodily injury and property damages. Government of Prince Edward Island is to be added as an additional insured under this policy. Such insurance shall include, but not be limited to:
- Products and Completed Operations Liability;
 - Owner's and Contractor's Protective Liability;
 - Blanket Written Contractual Liability;
 - Contingent Employer's Liability;
 - Personal Injury Liability;
 - Non-Owned Automobile Liability;
 - Cross Liability;
 - Employees as additional Insureds;
 - Broad Form Property Damage; and
 - If applicable, Tenant's Legal Liability in an amount adequate to cover a loss to premises of Government occupied by the Contractor.
- (b) Automobile Liability insurance on all vehicles owned, operated or licensed in the name of the Contractor in an amount not less than Two Million (\$2,000,000.00 CAD) Dollars.
- (c) Professional Liability insurance in an amount not less than Two Million (\$2,000,000.00 CAD) Dollars on a claims made basis, subject to an annual aggregate limit of Two Million (\$2,000,000.00 CAD) Dollars insuring the Contractor's liability resulting from errors and omissions in the performance of professional services under this Agreement. Such insurance shall continue for a term of six (6) years following completion of the Work.

- (d) The policy or policies required by this Agreement shall be in a form and with insurers satisfactory to Government. All required insurance shall be endorsed to provide Government with 30 days advance written notice of cancellation or material change. The foregoing insurance shall be primary and not require the sharing of any loss by any insurer of Government nor by any other form of recovery available such as the Provincial Self Insurance and Risk Management Fund. A certified copy of the policy, or policies, shall be delivered to Government prior to execution of this Agreement. Default of delivery to Government or receipt of the certified copy of the policy, or policies, by Government shall not be construed as acknowledgment or concurrence that there has been compliance with the terms of this Agreement.

Memorandum of Agreement to Prevail

21. In the event of any conflict or inconsistency between Schedule "A" to this Agreement and the Memorandum of Agreement, the Memorandum of Agreement shall prevail, to the extent of the conflict or inconsistency.

General

22. This Agreement shall not be assigned or subcontracted in whole or in part by the Contractor without the prior written consent of Government.
23. This Agreement shall enure to the benefit of and be binding upon the Parties hereto and, subject to the above assignment and subcontracting clause, their executors, administrators, successors and assigns.
24. This Agreement shall be interpreted and applied in accordance with the laws and in the Courts of the Province of Prince Edward Island.
25. This Agreement, including Schedules "A", "B", "C" and "D" constitutes and expresses the entire agreement of the Parties hereto and any amendment or addition thereto shall be in writing and signed by the respective Parties.
26. The headings are inserted in this Agreement for reference only and shall not form part of the Agreement.
27. The provisions of this Agreement which, by their terms, are intended to survive or which must survive in order to give effect to continuing obligations of the Parties, shall survive the termination or expiry of this Agreement.

28. If any provision of this Agreement is, for any reason, invalid, that provision shall be considered separate and severable from this Agreement, and the other provisions of this Agreement shall remain in force and continue to be binding upon the Parties as though the invalid provision had never been included in this Agreement.

IN WITNESS WHEREOF the Parties thereto have duly executed this Agreement as of the date first above written.

SIGNED, SEALED & DELIVERED
in the presence of:

)
)
)
)
)
)
)
)
)
)

Government of Prince Edward Island,
as represented by the Minister of Finance

SIGNED, SEALED & DELIVERED
in the presence of:

)
)
)
)
)
)
)
)
)
)

**[INSERT CONTRACTOR'S FULL
LEGAL NAME HERE]**

Authorized Signing Officer

SCHEDULE "A"

**TO AGREEMENT
BETWEEN
GOVERNMENT OF PRINCE EDWARD ISLAND
AND
THE CONTRACTOR**

DATED THE _____ DAY OF _____, 20__

STATEMENT OF WORK

Objective:

Contractor Responsibilities:

Government Responsibilities:

Deliverables with Timeline:

Additional Financial Information:

SCHEDULE "B"

**TO AGREEMENT
BETWEEN
GOVERNMENT OF PRINCE EDWARD ISLAND
AND
THE CONTRACTOR**

DATED THE ____ DAY OF _____, 20__

LOCATIONS OF WORK TO BE PERFORMED

Locations of work will be primary in Charlottetown, Prince Edward Island. The locations may include the following sites:

**SCHEDULE "C"
NONDISCLOSURE AGREEMENT**

This Non-Disclosure Agreement is hereby made between the Government and the Contractor and is dated as of this day of _____, 20____ [USE THE SAME DATE HERE AS THE DATE OF THE AGREEMENT, OR SUCH EARLIER DATE AS MAY BE NECESSARY

For the purposes of providing professional information technology services as more particularly described in the Agreement to be entered into between the Parties, which Agreement is even dated herewith ("the Agreement"), the Government may be disclosing information to the Contractor that is of the strictest of confidence ("the information"). Therefore, the Contractor agrees that it shall:

1. a) Use the information solely for the purpose stated in the Agreement;
- b) Restrict disclosure of the information to those employees of the Contractor required to know such information in order to accomplish the purpose stated in the Agreement;
- c) Advise each such employee, before he or she receives access to the information, of the obligations under this Non-Disclosure Agreement and require each such employee to maintain these obligations; and
- d) Within ten (10) days following a request of the Government, return to the Government all documentation, diagrams, computer media and other materials containing any portion of the information, or confirm to Government, in writing, the destruction of such materials.
2. The information shall remain the sole property of Government.
3. The rights and obligations of the Parties under this Non-Disclosure Agreement may not be sold, assigned or otherwise transferred.
4. Notwithstanding the date of execution of this Non-Disclosure Agreement, the Parties agree that it is effective as of the date first above written and that it will continue in effect indefinitely, unless terminated in writing by either Party. However, the Contractor's obligations of confidentiality and restrictions on use of the information disclosed by Government shall survive any termination of this Non-Disclosure Agreement.

GOVERNMENT OF PRINCE EDWARD ISLAND

as represented by the Minister of Finance (or designate with signing authority)

Signed: _____

Name: _____

Date: _____

[INSERT NAME OF CONTRACTOR HERE]

Signed: _____

Name: _____

Date: _____

SCHEDULE “D”**Government Provided Computer Technology
Acceptable Use Agreement – External Contract Users**

Government requires this Acceptable Use Agreement to be executed by all external contractors in order to protect Government, Government employees and all information in Government’s custody or under the control of Government or a public body.

This Acceptable Use Agreement (“Agreement”) applies to the contractor and all agents, officers and employees of the contractor who are using Government provided Computer Technology (hereafter each are referred to as the “Contractor”).

The confidentiality, integrity and availability of Government provided Computer Technology used inside or outside of Government facilities, that contains confidential and personal information, must be preserved at all times. Access to this Government provided Computer Technology is granted to the Contractor only under the following conditions:

1. Government provided Computer Technology is to be used by the Contractor to support authorized programs and services.
2. The Contractor must use only system information technology which the Contractor is authorized to use and shall use such only in the manner and to the extent authorized. Ability to access information technology resources does not, by itself, imply authorization to do so.
3. Changing any Government provided computer system configuration is not permitted unless approved by Government.
4. Personal use of Government provided Computer Technology is to be of an appropriate nature that will not incur additional cost or increased risk to Government. Such Computer Technology is not to be used for any personal activity that may cause embarrassment to the Contractor or Government and must not be used to access or promote inappropriate sites, including but not limited to pornography, racism, hatred, gambling, obscenity or any illegal activities.
5. The Contractor is responsible and accountable for the use of the Contractor’s user ID, passwords and other access control items in possession of the Contractor for Government’s Computer Technology. They are not to be shared.
6. The bandwidth available to Government is limited. Therefore the use of streaming audio and video (e.g. Online radio, YouTube, etc.) should be limited to only those streaming audio and video links necessary to complete the work contracted for.
7. Removal of, or alterations to, Government provided Computer Hardware or components must be approved by Government.
8. Prior to downloading or installing Computer Software on Government-provided Computer Hardware, confirmation of acceptability must be obtained from Government.
9. The Contractor must not violate the privacy of other users and their accounts, regardless of whether those accounts are securely protected. Technical ability to access other’s accounts does not, by itself, imply authorization to do so.
10. The Contractor must not intentionally access or use any Government data which is not necessary for the completion of the work being performed under the contract.

11. The Contractor’s computer shall not be left unattended while the Contractor is logged on to the Government network. A password protected screen saver is required to reactivate a session after 5 minutes of inactivity.
12. Work related Electronic Data must be stored on the Government-provided file server where possible. If work related Electronic Data is not stored on the file server it is the Contractor’s responsibility to prepare and maintain backup copies in accordance with Government policies, the *Archives and Records Act* and the *Freedom of Information and Protection of Privacy Act*.
13. Willful or intentional violations of this Agreement will, at the sole option of Government, result in immediate termination of contract, as well as the pursuit of all other legal remedies available at law.
14. The Contractor understands and agrees that when the contract with Government ceases, for whatever reason, the authorization to use the Government-provided Computer Technology and system also ceases.

The Contractor hereby acknowledges and agrees as follows:

The definitions attached as a schedule to this Agreement apply to this Agreement.

The Contractor has read and understands this Agreement and recognizes that technical monitoring takes place to protect the Government system and ensure all users are complying with Government policy.

The Contractor agrees to comply with this Agreement and, without limiting the foregoing, agrees to access and use the Government provided Computer Technology only in accordance with the terms and conditions set out in this Agreement. **(Please type or print your name below, and sign and date before a witness)**

Name of User	User Signature	Date
Name of Witness	Witness Signature	Date

Definitions

The following definitions apply to this Acceptable Use Agreement:

Computer Hardware means workstations, stand alone computers, network computers, laptops, notebooks, servers, PDAs, Blackberries and any other peripherals.

Computer Software means written programs, procedures or rules and associated documentation pertaining to the operation of a computer system, which includes packaged software, downloadable executable, screen savers, macro, freeware and shareware.

Computer Technology means Government computer systems and includes all hardware, software, and Electronic Data.

Electronic Data means Government data that is stored and readable in electronic form without regard to the hardware or software used to produce the Government data, excluding Computer Software.

APPENDIX B – SUBMISSION FORM

B.1 Proponent Information

Please fill out the following form, naming one person to be the Proponent's contact for the RFP process and for any clarifications or communication that might be necessary.	
Full Legal Name of Proponent:	
Any Other Relevant Name under which Proponent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Fax Number (if any):	
Company Website (if any):	
Proponent Contact Name and Title:	
Proponent Contact Phone:	
Proponent Contact Fax (if any):	
Proponent Contact Email:	
HST / GST Registration Number (Leave blank if NOT applicable):	

B.2 Offer

The Proponent has carefully examined the RFP documents and has a clear and comprehensive knowledge of the Deliverables. The Proponent represents and warrants its ability to provide the Deliverables in accordance with the requirements of the RFP for the rates set out in the completed Pricing Form (Appendix C).

B.3 Mandatory Forms

The Proponent encloses as part of the proposal the mandatory forms set out below:

FORM	INITIAL TO ACKNOWLEDGE
Submission Form (Appendix B)	
Pricing Form (Appendix C)	

B.4 Pricing

The Proponent has submitted its pricing in accordance with the instructions in the RFP and in the **Pricing Form (Appendix C)**. The Proponent confirms that it has factored all of the provisions of Appendix A, including insurance and indemnity requirements, into its pricing assumptions and calculations.

B.5 Addenda

The Proponent is deemed to have read and taken into account all addenda issued by the Province.

B.6 No Prohibited Conduct

The Proponent declares that it has not engaged in any conduct prohibited by this RFP.

B.7 Conflict of Interest

For the purposes of this RFP, the term “Conflict of Interest” includes, but is not limited to, any situation or circumstance where:

- (a) in relation to the RFP process, the Proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to (i) having, or having access to, confidential information of the Province in the preparation of its proposal that is not available to other Proponents, (ii) communicating with any person with a view to influencing preferred treatment in the RFP process (including but not limited to the lobbying of decision makers involved in the RFP process), or (iii) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive RFP process or render that process non-competitive or unfair; or
- (b) in relation to the performance of its contractual obligations under an agreement for the Deliverables, the Proponent’s other commitments, relationships or financial interests (i) could, or could be seen to, exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgement, or (ii) could, or could be seen to, compromise, impair or be incompatible with the effective performance of its contractual obligations.

Proponents should disclose the names and all pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who participated in the preparation of the proposal; **AND** were employees of the Province within twelve (12) months prior to the Submission Deadline.

If the box below is left blank, the Proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its proposal; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.

Otherwise, if the statement below applies, check the box.

- The Proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.

If the Proponent declares an actual or potential Conflict of Interest by marking the box above, the Proponent must set out below details of the actual or potential Conflict of Interest:

B.8 Proposal Irrevocable

The Proponent agrees that its proposal shall be irrevocable for a period of **Ninety (90)** days following the Submission Deadline.

B.9 Disclosure of Information

The Proponent hereby agrees that any information provided in this proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or by order of a court or tribunal. The Proponent hereby consents to the disclosure, on a confidential basis, of this proposal by the Province to the advisers retained by the Province to advise or assist with the RFP process, including with respect to the evaluation of this proposal.

B.10 Declaration of Contract Intentions

The successful Proponent will be expected to sign an Agreement with the Province (**Appendix A**) that will govern all aspects of the project and the Deliverables. While the Province has prescribed the required terms and conditions in the Agreement form (**Appendix A**) to be used for this purpose, alterations that the Proponent wishes to request in its proposal may, at the sole option of the Province, be given consideration in accordance with section 3.1.11 of this RFP.

The Proponent must complete the following Declaration of Contract Intentions (“Declaration”) to advise the Province of its intentions regarding the Agreement terms and conditions, as more particularly set out below.

By signing this Submission Form (**Appendix B**), the Proponent has duly noted and agrees to the terms of the Agreement form (**Appendix A**) referenced in the RFP.

Check only one:

If accepted as the successful Proponent for this RFP, the Proponent accepts the Agreement form (**Appendix A**) as set out in the RFP, and will execute this Agreement without alterations.

If accepted as the successful Proponent for this RFP, the Proponent accepts the Agreement form (**Appendix A**) as set out in the RFP but with the requested alterations as identified below. The Proponent understands the consequences of requesting these alterations, and accepts that the Province may need to discuss these requested alterations with the Proponent before any Agreement will be agreed to by the Province in accordance with section 3.1.11 of the RFP.

1. <describe desired alteration>

2. <describe desired alteration>

3. <describe desired alteration>

B.11 Execution of Agreement

The Proponent agrees that in the event its proposal is selected by the Province, it will finalize and execute the Agreement in the form set out in **Appendix A** to this RFP in accordance with the terms of this RFP.

Signature of Witness

Signature of Proponent Representative

Name of Witness

Name of Proponent Representative

Title of Proponent Representative

Date

I have the authority to bind the Proponent.

APPENDIX C – SUBMISSION PRICING FORM

1. Instructions on How to Complete Submission Pricing Form

- (a) Rates shall be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which must be itemized separately.
- (b) Rates quoted by the Proponent shall be all-inclusive and shall include all labour and material costs, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any applicable fees or other charges

2. Evaluation of Pricing

Pricing is worth 30 points of the total score.

Pricing will be scored based on a relative pricing formula using the rates set out in the Pricing Form. Each Proponent will receive a percentage of the total possible points allocated to price for the particular category it has bid on, which will be calculated by dividing that Proponent’s price for that category into the lowest bid price in that category. For example, if a Proponent bids \$120.00 for a particular category and that is the lowest bid price in that category, that Proponent receives 100% of the possible points for that category (120/120 = 100%). A Proponent who bids \$150.00 receives 80% of the possible points for that category (120/150 = 80%), and a Proponent who bids \$240.00 receives 50% of the possible points for that category (120/240 = 50%).

Lowest rate
 ----- x Total available points = Score for second-lowest rate
 Second-lowest rate

Lowest rate
 ----- x Total available points = Score for third-lowest rate
 Third-lowest rate

And so on, for each proposal.

Pricing Form

Bidders should propose a financial model that clearly defines how they propose to be compensated for all of the required services.

There are three parts to the pricing proposal:

- a) A fixed price bid for the design, build, and implementation of the website.
- b) A fixed price bid for the annual support of the website (include any assumptions or limitations to this price).
- c) A per diem rate for work that would be mutually agreed to by the Province and the Proponent that is outside the work identified under the two fixed price bids.

C.1 Fixed Cost for Design, Development and Implementation of the Website

Prepare a fixed price for your proposed services. Provide appropriate details to support these figures, including estimates of the work effort and a breakout of expected expenses. Complete the following table for inclusion in your proposal which represents the fixed cost for deliverables as outlined in Appendix D - Initiative 1 to Initiative 7 inclusive. If there are assumptions or limitations to this fixed price, identify them.

Cost Element	Cost (CDN)
Consult, Design, Develop, Test, and Implement	\$
Project Management - Report Preparation and Administrative Support	\$
Travel & Projected Expenses (C.2)	\$
Other Expenses (C.3)	\$
Total	\$

C.1.2 Fixed Cost for Support

Prepare a fixed price for your proposed services. Provide appropriate details to support these figures, including estimates of the work effort and a breakout of expected expenses.

Prepare the following table for inclusion in your proposal which represents the fixed cost for deliverables as outlined in Appendix D - Initiative 6. If there are assumptions or limitations to this fixed price, identify them.

Cost Element	Cost (CDN)
Service Level Agreement for Support Services	\$
Project Management - Report Preparation and Administrative Support	\$
Travel & Projected Expenses (C.2)	\$
Other Expenses (C.3)	\$
Total	\$

C.1.3 Per Diem Rates

Prepare the following per diem costs table for inclusion in your proposal. These rates will be set for the period of the service level agreement and will be used for mutually agreed upon work requested **outside the service level agreement**. Identify the roles (Project Manager, senior Drupal developer, etc.) of those who will contribute to the routine management and/or the performance of the requested services, and their per diem rate. Per Diem rates are based on a **seven and half-hour work day**, and do **not** include taxes.

Role	Per Diem Rate
	\$
	\$
	\$

C.2 Travel and Project Expenses

Estimate the travel and living expenses associated with any proposed personnel who will need to travel to and from the primary work location, in order to perform the required work during the contract. Provide relevant details to support your estimates. These are to be included in your estimated costs.

C.3 Other Expenses

Estimate any other project expenses that may be incurred, once the proposed personnel are onsite at the primary work location. These types of expenses will require **prior approval** from the client organization after the contract begins and must comply with Prince Edward Island Government standards. Provide relevant details to support your estimates. These are to be included in your estimated costs.

APPENDIX D – RFP PARTICULARS

D.1 The Deliverables

Background

The Government of Prince Edward Island (GPEI), through IT Shared Services is looking for an experienced Contractor to build a multi-website platform for use by multiple Departments, Agencies and Crown Corporations, as a tool to promote the Province of Prince Edward Island as a place to live, learn and do business. The government sector “Audience” websites will host multiple pages of feature-rich content for different government clients. Each “Audience” website will lead to topic/subcategory pages relevant to their needs. The topic pages will then lead to multiple internal pages with more detailed content. The overarching goal for the initiative is to build and implement an efficient and cost-effective method for different Government Departments, Agencies and Crown Corporations to create and deliver “Audience” websites, with a particular eye towards:

- Commonplace branding content that remains consistent from website to website;
- Developing a common and consistent strategy for lead generation;
- Ability to create websites focused on specific audience’s needs; and
- Creating an ability to spin up multiple, conversion-focused, lead generation websites.

The Government of PEI has invested in a web architecture that uses WCMS (Drupal) and Search (Apache Solr). It is expected, the websites will be built using the Government’s existing Drupal 8 Aegir Hosting System and to be hosted within the Government’s infrastructure.

Scope of Services

The Scope of Services includes the project management, build and test, install and configure, search implementation, knowledge transfer/training, and a service level support agreement with the following deliverables:

1. Initiative 1: Project Management

Deliverables:

- The Contractor will be responsible for coordinating and managing the project initiatives, plan, resources and timelines.
- The Contractor’s responsibilities include but are not limited to:
 - Book meetings;
 - Take meeting minutes, document and distribute;
 - Provide weekly written project updates;
 - Provide weekly written project schedule updates;
 - Schedule in-person meetings and scrums;
 - In conjunction with the Government, the Contractor will facilitate questions and problem resolution; and
 - Facilitate Government approvals of all design elements before building, during the build and at sign off.

2. Initiative 2: Build and Test New Multi-Website Platform (6 websites)

Web Sites Domains:

1. Internal Lead Generation Management “GOVPEI Central” Site (template, design and content authoring site)
2. Choose PEI – Public “Audience” Site
3. Move to PEI – Public “Audience” Site
4. Health Jobs PEI – Public “Audience” Site
5. Study PEI – Public “Audience” Site
6. Invest PEI – Public “Audience” Site

Deliverables:

- Ensure the URL’s are intuitive and straightforward for users to remember and for future use in any produced print/marketing material;
- The Contractor will work with GPEI to secure domains;
- The Contractor will work with GPEI to implement Secure Socket Layer (SSL) Certificates and Domain Name Services (DNS);

Information Architecture:

Using the provided information architecture, design and style guides (see Appendix E, F, G), translate into web-ready websites. The goal is to produce logical and functional designs, which allow users to navigate and achieve their desired outcomes quickly and efficiently throughout the sites.

Deliverables:

- The Contractor must use the approved information architecture and designs to translate into five web-ready “Audience” websites; (The information architecture and designs could be changed as per recommendations by Contractor and approval by GPEI.)
- The Contractor must build the websites as a responsive design, which adapts to devices seamlessly and allows the user to have a positive experience on desktops, tablets and mobile devices;
- The Contractor must keep consistent with the branding of the websites as defined in the provided Style Guide. The Style Guide should adequately identify and brand the critical elements of the sites;
- The Contractor will discuss visual mock-ups and determine web graphics needed for the sites to gain an understanding of the desired functionality and requirements to be implemented;
- The Contractor will need to cut the graphics and make them web-ready; and
- The Contractor will discuss which elements of the websites should not be included on the mobile platform. Revise code to hide any items on a mobile device that would not provide a positive user experience.

Theme Template:

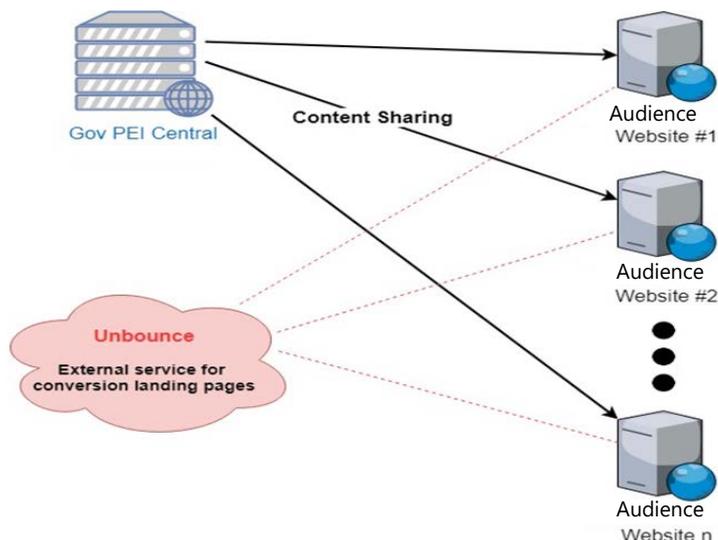
As part of the Drupal 8/Aegir Hosting System setup, GPEI has decided to use a common base theme from which to build all websites. That theme is Top+ (<https://www.morethanthemes.com/themes/topplus>), built upon Bootstrap 4 and quite packed with features and examples. To date, the theme has allowed GPEI to apply look + feel, set up the site for content, and have it up and running quickly. With comfort and reliability already in place, it is desired to continue leveraging this theme as the baseline of all websites launching from this initiative.

Deliverables:

- The Contractor must implement the Top+ theme across the five audience sites based on the proposed design and style guides;
- The Contractor must develop a mechanism to pull theme/design elements from the Internal Lead Generation Management “GOVPEI Central” site to the corresponding five “Audience” sites;
- The Contractor may need to develop a custom module that allows the definition of limited CSS overrides from the admin interface (if, and only if, that functionality is absent from the Top+ theme itself). If a module like this needs to be created, it should have an area for an administrator to drop in custom CSS which gets generated and loaded in as a stylesheet on the frontend of the website.

Internal Lead Generation Management “GOVPEI Central” and “Audience” Websites:

The *Internal Lead Generation Management Site* is a central website platform to power the five “Audience” website platforms. This will be a headless Drupal 8 installation, deemed “GOVPEI Central.” The “GOVPEI Central” site will be the source of all topics and shareable content with unique attributes. As a result, this system won’t necessarily be headless in its most real sense; instead, a gated installation that requires a login to access and manage content. The site will be housed within the Government’s network, completely inaccessible to the outside world.



Deliverables:

- The Contractor must implement multiple content types within the “GOVPEI Central” to ensure that every topic has a direct affiliation with its unique content type;
- The Contractor must implement the Moderation States including draft, published and archive, which will be required to stage content in the “GOVPEI Central” before being pulled into the “Audience” sites;
- The Contractor must implement the Workbench Moderation module; or a combination taxonomy term of states, rules, and smarts in what gets sent along to other sites as only specific staff will be assigned the role of web content administrator(s) for the “GOVPEI Central” site to assure quality control. Where this platform will be the source of all content to “Audience” sites, we need to protect, unapproved content or changes doesn’t get pulled into a live website before approvals; and
- The Contractor must develop a set of custom modules or processes to perform varied task between the “GOVPEI Central” and “Audience” sites. For example:
 - For “GOVPEI Central”
 - Must be able to push content and media items to remote “Audience” sites;
 - Push all available topics (and possibly sub-topics if deemed required);
 - Push all available content for the provided Topics;
 - Push definition of Topics (either taxonomy information or content type definition for import);
 - Push description of any views needed for Audience site;
 - Export content for provided node id’s; and
 - Content can be updated and deleted centrally.
 - Maintenance Requirements:
 - Look for structural changes to the content types. Any changes should be sent and programmatically applied;
 - Any views defined in “GOVPEI Central” should be passed back for import/update;
 - All published content should be checked for updates. Updates should include newly posted changes, or whether the node has been unpublished. If unpublished, the node should be unpublished locally, some form or URL redirect added, and cache cleared; and
 - The intent here is that each “Audience” website’s shared content should be managed only from the “GOVPEI Central” and that platform alone should be the decider of localized content.
 - For “Audience” Sites:
 - Import information, attributes, content, and elements through a secure call back from the “GOVPEI Central” site;
 - Import information attributes from the content which are variable and determined by the thematic characteristics of the “Audience” sites. For example, if a content attribute such as an image, were pulled into an “Audience” site, the border element image would inherit the “Audience” site theme attributes and style guides;

- Upon choosing a topic, all available content for that topic should be retrieved in summary form. The content should be presented to the user, offering the ability to *use* the content on the “Audience” site;
- Any views defined in “GOVPEI Central” should be passed back for import/update;
- The “Audience” sites should disallow any local content edits of any content presented from the “GOVPEI Central”;
- The “Audience” sites must have common and reusable elements, such as Calls to Action (CTAs) and all have a standard class applied to their holder (e.g. Block). This will allow for easy CSS targeting via a call such as *#header .block.block-cta-holder* or even more generic to not even specify the holding element. Following a standard such as what’s noted will ensure that any new repeatable elements through the site will have styling applied automatically; and
- All “Audience” sites must have the Google Tag Manager (https://www.drupal.org/project/google_tag) module installed and enabled by default. This will allow advanced Google Analytics tracking, with the ability to leverage more powerful monitoring from the GTM suite.

Lead Generations Forms:

The Government of PEI has purchased a subscription for the Unbounce platform, an affordable and easy to use landing page builder that is focused on high conversion lead generation. Its interface allows the administrator to add new landing pages quickly, pick a theme, add content, and define conversion points (whether forms, buttons, or other) of success. The tool captures lead information as well as displays success rates. Unbounce is the preferred tool for integration within the Government Audience websites and must be leveraged for lead generation efforts.

Deliverables:

- The Contractor must embed Sticky Bars and Popups for Unbounce on each “Audience” site with various settings for when and how they appear; and
- Must integrate with GPEI’s Google Tag Manager’s configurations.

3. Initiative 3: Install and Configure Websites

The Government of PEI has invested in a web architecture that uses Drupal 8. It is expected that the websites will be built using the governments existing Drupal 8 Aegir Hosting System and hosted within the Government’s infrastructure.

Deliverables:

- In conjunction with the GPEI, the Contractor will assist in the install, configuration and deployment of the new websites into the existing Drupal 8/Aegir Hosting System;
- The Contractor will be required to create and deliver detailed documentation on how the web environments should be configured and deployed; and
- In conjunction with the GPEI, the Contractor will assist in the performing of load testing and tuning to ensure the efficiency of multi-website configurations.

4. Initiative 4: Build and Test Dual Search Functionality

Integration with PrinceEdwardIsland.ca is critical – this is where the government content, programs and services exist. “Audience” sites would contain information, what they do, and supports they provide. Therefore, content must be able to be searched jointly across all “Audience” sites and PrinceEdwardIsland.ca. The search will need to be configurable based on the individual needs and types of content for each site. For the Government’s leading website, PrinceEdwardIsland.ca, Solr Search is used.

At a minimum, the contractor will be expected to:

- Configure and integrate Solr Search across “Audience” and PrinceEdwardIsland.ca configurations;
- Ensure positive user experience, the site search would need to find appropriately tagged content from princetonwardisland.ca as well as from the “Audience” sites; and
- Ensure a visual distinction or actual separation exists to identify the information source.

5. Initiative 5: Knowledge transfer and User Training

The Contractor will be expected to provide training and knowledge transfer, including:

- Deployment scripts for all website environments;
- Documentation for website configurations;
- Documentation for the site builds;
- Knowledge transfer documentation must have but is not limited to workflow diagrams, technical architecture diagrams and technical specifications;
- Provide two days of knowledge transfer (on-site) to the Government’s technical team; and
- Presentation to the Governance committee if required.

6. Initiative 6 - Service Level Agreement for Support (SLA)

The Government intends to sign a support SLA with the successful Contractor to provide one to two years of maintenance support (changes, fixes, feature development, and security updates) for the completed work, with the Government holding all rights to the intellectual property created under any awarded contract.

The contractor will be expected to provide the following services to the Government as outlined.

Service	Description	Included in SLA
Problem Correction	Bring the application back to its original functionality before the problem arose. This may include a permanent fix or a temporary workaround until a permanent fix is found. For example: <ul style="list-style-type: none"> • Perform bug fixes. • Complete root cause analysis. 	Yes
Application Enhancement	Modify the functionality of an existing application. For example: <ul style="list-style-type: none"> • Build, test and implement new functionality. 	Yes

Critical Security Patches	Module security patches. For example: <ul style="list-style-type: none"> • Proactively monitor module security patches. • Review and recommend module patches. • Test and implement module patches. 	Yes
Other Services	As mutually agreed between the vendor and the Province of PEI.	No

Prioritization Approach

The Government will receive or identify problems. A cursory evaluation will be undertaken to determine the severity of the issue and the ability of the internal knowledge base to resolve it. Where it is determined further support is required, the vendor will be contacted and the severity code assigned. The severity code will be the basis for scheduling work and allocating resources to the request.

Severity Code	Definition
1	A problem has made a critical application function unusable or unavailable, and no workaround exists.
2	A problem has made a critical application function unusable or unavailable, but a workaround exists. or A problem has made a vital application function unusable or unavailable, and no workaround exists.
3	A problem has diminished application functionality. It causes a minimal loss of service and creates an inconvenience.
4	New functionality, a consultation or advice is desired.

Response Time

Each severity code requires a pre-determined response time.

- **Initial Response** is when a ticket is opened, and contact is made with the vendor via e-mail, Skype, or telephone.
- **First Update Response** is when the vendor will provide the first update with an estimation of effort required to debug the issue to determine the root cause.
- **Subsequent Responses** is the frequency with which the ticket or the Government contact is updated on the resolution status.

Severity Code	Initial Response	First Update Response	Subsequent Responses
1	30 minutes	2 hours	Every hour
2	1 hour	2 hours	Twice daily
3	3 hour	Next business day	Once-daily
4	Next Business day	Next business day	TBD

Availability

Availability is based on severity level as determined by the Government.

Application Level	Business Hour Availability	Off-Hour Availability
Definition	<i>Monday - Friday 8:00am-4:00pm AST (summer) Monday - Friday 8:30am-5:00pm AST (winter)</i>	<i>Monday – Friday 4:01pm-7:59am AST (summer) Monday - Friday 5:01pm-8:29am AST (winter) AND Saturday – Sunday 8am – 8am AST</i>
1	Yes	Yes
2	Yes	Mutual agreement
3	Yes	No
4	Yes	No

D.2 Material Disclosures

Where an agreement is finalized and executed by the Province, the agreement deliverables may be subject to a threat/risk assessment at the discretion of the Province. The agreement will require that any high risk defects will be corrected at the expense of the successful proponent.

D.3 Rated Criteria

The following is an overview of the categories and weighting for the rated criteria of the RFP. Proponents who do not meet a minimum threshold score for a category will not proceed to the next stage of the evaluation process.

D3.1 Executive Summary and Understanding of Service Requirements (25/150 – minimum score 19)

Provide a **1-4 page summary** of your technical response, highlighting the key features of your proposal. Include a summary of your understanding of the RFP requirements defined in this RFP. This content should be **expressed in your own words and not simply recite the requirements** as defined in this RFP.

D3.2 Proposed Approach/Process (35/150 – minimum score 24)

Describe the **approach and/or process** proposed to address the RFP requirements for **Initiatives 1-5**. Include any notable methodologies, tools and techniques, and their respective suitability to this project.

Separately, describe the **approach and/or process** proposed to address the RFP requirements for **Initiative 6** (Support Agreement).

D3.3 Demonstrated Expertise and Project References (30/150 – minimum score 25)

Outline experience with comparable projects. Describe any similarities to or differences from this project.

Provide **three project references** for any work done by you in the past three years that is similar in nature to the requirements defined in this RFP. Select references that are similar to Government, and provide a contact name, along with his/her phone number, fax number and email address. The reference information provided should identify the size of the projects conducted for the reference as well as demonstrate the extent of your previous experience, the reference's overall satisfaction with your services and the results achieved, including your adherence to interim and final deadlines.

D3.4 Proposed Project Manager, Resume and References (15/150 – minimum score 11)

The successful Proponent is expected to provide all the necessary project management to complete the services proposed in response to this RFP. Identify the **project manager** proposed for this project and describe his/her experience.

Describe the nature and extent of project management that you expect to provide and the role they will fulfill on the project and specifically how you propose to meet the requirements of Initiative 1.

Include his/her **resume**. This should be structured to emphasize his/her relevant qualifications and project management experience in successfully managing projects of a similar size and scope to that required by this RFP.

The resume should include **at least two project references**, including:

- Name of organization
- Name, title, telephone number and email of a contact for the organization
- Brief description of the scope, complexity, dates and duration of the project

Resumes, including references, should not exceed 3 pages. Anything beyond 3 pages will not be evaluated. Resume format and layout should be consistent for all resources proposed.

D3.5 Proposed Resources, Resumes and References (15/150 – minimum score 11)

The Proponent should be able to demonstrate that its **proposed team as a whole** meets or exceeds the RFP requirements. Prepare the table below to identify **all** personnel who will be assigned to the project and contribute to (i) the **routine management** and/or (ii) the **performance** of the required services. As shown, provide each person’s name, title, role on this project, experience in this role and his/her respective employment status.

Name	Title	Project Role	Role Experience (# months)	Employment Status (E = employee, C = contractor, P = partner)

The Province encourages innovation and competition in the Proponent community through arrangements such as partnerships and consortiums. If sub-contractors or partners of a Proponent are permitted for this project, they must be identified in your table. If so, describe the general range of services that the respective contractors (companies or individuals) provided and how this benefits your company. If no contractors or partners are identified, this will be interpreted to mean that only a Proponent’s own resources will be used.

Submit the individual **resumes** for each proposed resource. The resumes should be structured to emphasize their relevant qualifications and experience in successfully completed projects of a similar size and scope to that required by this RFP.

Each resume should include **at least two project references** where the proposed individual served in a similar role, including:

- Name of organization
- Name, title, telephone number and email of a contact for the organization
- Brief description of the scope, complexity, dates and duration of the project
- Role the proposed individual played in the referenced project

Resumes, including references, should not exceed 3 pages. Anything beyond 3 pages will not be evaluated. Resume format and layout should be consistent for all resources proposed.

In addition, describe the nature and extent of the Province of PEI resources you expect to participate in the work and the role they will fulfill.

Province of PEI Resources

Project Role	Experience	Effort

APPENDIX E – INFORMATION ARCHITECTURE

IA & NAVIGATION STRUCTURE

The following document outlines the layout structure for the Government of PEI lead generation websites. Each “Audience” site will lead to topic/subcategory pages relevant to their needs. The topic pages will then lead into multiple internal pages with more information. The “Audience” sites will support multiple languages including French or other when required.

Specific URL Audience sites:

choosepei.ca – Why PEI
 movetopei.ca - Move to PEI (job focus)
 healthjobspei.ca - Recruitment (health)
 studyinpei.ca - Recruitment (post-secondary students)
 investinpei.com - Investment (locate business in PEI)

The government will also have the ability to create campaign landing pages (Unbounce) with their specific URLs for the government sectors. These pages will host brochure information and have a main call-to-action signup form. Also included on these landing pages could be linked back to report on the relevant audience page. Please see Appendix F – Design Samples.

Listed below, is the navigation and website structure for the “Audience” sites. Proposed are a main, secondary, and footer navigation using the design samples provided. Each of the “Audience” sites will share the same navigation and website structures, using this information architecture as an example. Please note that the following is a layout for the navigation and is not a sitemap. Navigation labels are placeholders only, as the sites are developed they can be edited to match all future tone and branding needs.

MAIN NAVIGATION

Home (Site Urls)
 Live Here (general culture)
 Work Here (workforce)
 Invest Here (business)
 Study Here (education)
 Move Here (immigration)
 Find Us Here (support & services)

SUB-NAVIGATION

Below is a base structure of the sub-navigation under the main sections of the websites. This is not a full list of all the sub-pages, please see the design documents.

Live Here

Environment & Transportation
 Success Stories
 Advantages & Opportunities
 Economy/Cost of Living
 Lifestyle & Tourism
 Tourism PEI
 Ranking, Market Research & Data

Work Here

Health Recruitment
 Health Jobs PEI
 Workforce
 Jobs
 International Recruitment
 Success Stories

Invest Here

Entrepreneurship & Support (grow a business, start-up)
 Business Parks
 Sectors (key industries) (will have a CTA link for - peisectors.com)
 Agriculture, Natural Resources & Industry
 Agriculture (Food Island) (internal page with brochure copy)
 Bio-Science (internal page with brochure copy)
 ITC (internal page with brochure copy)
 Aerospace (internal page with brochure copy)
 Fisheries (internal page with brochure copy)
 Forestry (internal page with brochure copy)
 Tourism (internal page with brochure copy)
 Investment Opportunities
 Innovation PEI (internal page with brochure copy and a link to audience page for more information - innovationpei.ca)
 Economic Indicators, Trade & Export
 Success Stories

Study Here

Where to Study
 UPEI, Holland College, L'acadie IPE, etc. (internal page with brochure copy and a link to audience page for more information - studyinpei.ca)
 International Students
 Trades & Training
 Student Employment
 Success Stories

Move Here

Immigration Support (will have a CTA link for - immigratetopei.com)
 International Recruitment (will have a CTA link for - immigratetopei.com)
 Moving to Canada & Relocation Guide
 Success Stories

Find Us Here

Contact Directory* (team directory & general contact form. The directory will be a custom list on each audience site)
 Mailing List Sign up form (general form)
 Map/Locations** (Google map – with basic pins, which can be one or multiple locations based on the department's needs)
 News & Events (a page & tagged posts to feature on landing pages)

*This will be a page of contacts for different sectors. The contact information can live on the appropriate internal pages as well.

**The map can be simplified for easy management on the backend. Instead of managing a huge list of specific locations for groups, it becomes a clean list with only important locations pinned such as; government office locations, hospitals, business parks, etc.

SECONDARY NAVIGATION

The secondary navigation will be less prominent and may live at the top above the main navigation, or in an area that is less prominent to the main navigation. The secondary navigation will also be applicable to all audience sites

Search

Map/Location(s)

Contact Directory

FOOTER NAVIGATION

The footer navigation will live at the bottom of the website. The footer will also include other elements such as copyright and contact information. The footer can be customized per audience page and many not reflect the links below.

Privacy Policy

Terms of Use

Accessibility

Subscribe CTA

Social Media Links:

- Facebook
- Twitter
- RSS
- Flickr
- YouTube
- LinkedIn

PAGES & STRUCTURE

The following is a high-level layout and content structure we are suggesting for the “Audience” websites based on the above navigation structure. This is not a sitemap and may not cover all web pages on the site.

Home – Main (site URL)

The main Home Page will be the entry point for the majority of users. Similarly, to <https://novascotiainmigration.com> it will highlight clear call-to-action (CTA) messaging to engage and direct the key audience groups to the information they are searching for.

We suggest the following content and CTAs live on the home page.

Hero Messaging (call out for an initiative or can be an impactful message)

CTAs for Key Audience Groups:

Live Here (click-off to topic/subcategory pages)

Work Here (click-off to topic/subcategory pages)

Invest Here (click-off to topic/subcategory pages)

Study Here (click-off to topic/subcategory pages)

Move Here (click-off to topic/subcategory pages)

Live Here

The Live Here site will host information on the advantages of living in PEI, life and culture, environment, etc. We recommend having engaging content on this page that appeals to your target audience and user groups. The following list is high-level content and CTAs we recommend including.

Hero Message/Initiative (main message for target or featured initiative)

Life & Culture/About & History (snapshot or overview)

Visual Stats/Icons (this could be a CTA for Research & Data, etc.)

CTA's for Main Sub-Pages

Environment & Transportation

Success Stories

Advantages & Opportunities

Economy/Cost of Living

Lifestyle & Tourism

Ranking, Market Research & Data

Featured Success Stories (one or two stories that could be featured to make an emotional connection with your target audience)

Work Here

The Work Here site will feature high-level information and CTAs on types of careers and employment opportunities in PEI. We suggest featuring the following content and CTAs on this landing page:

Hero Message/Initiative (main message for target or featured initiative)

Visual Stats/Icons

CTA's for Main Sub-Pages

Health Recruitment

Workforce

International Recruitment

Featured Employment Success Stories (stories tagged as employment)

Invest Here

The Invest Here site will feature information for your audience on business, partnerships, and investment opportunities in PEI. We suggest content on this page should be targeted for this defined key group and include the following information and CTAs.

Hero Message/Initiative (main message for target or featured initiative)

Visual Stats/Icons

CTAs for Main Sub-Pages

Entrepreneurship & Support

Made-in-PEI Education/Curriculum

Business Parks & Sectors

Investment Opportunities
 Economic Indicators, Trade & Export
 Featured Business Success Story (stories tagged as business or investment)

Study Here

The Learn Here site will highlight information on post-secondary education options and further training education. Suggested information and CTAs to be included on this page:

- Hero Message/Initiative (main message for target or featured initiative)
- Visual Stats/Icons
- CTA's for Main Sub-Pages
- Where to Study
- International Students
- Trades & Training
- Student Employment
- Featured Education Success Story (stories tagged as education)

Move Here

The Move Here site will highlight high-level information on immigration and relocation to Prince Edward Island. We suggest the following information on this page.

Hero Message/Initiative (main message for target or featured initiative)
 Visual Stats/Icons
 CTAs for Main Sub-Pages
 Immigration Support (international support)
 International Recruitment
 Moving to Canada & Relocation Guide
 Featured Immigration Success Story (stories tagged as immigration)

Find Us Here

We recommend that there be a Find Us Here site that would include services and support information such as; contact information, subscription to mailing lists, meet the team CTA, etc. We suggest the following information for this page.

Hero Message/Initiative (main message for target or featured initiative)
 Map/location(s) CTA
 CTAs for Main Sub-Pages
 Contact Directory
 Mailing List Sign up form
 News & Event

APPENDIX F – DESIGN SAMPLES

See attached design samples.

APPENDIX G – STYLE GUIDES

See attached style guides.