



319 Main Street
PO Box 149
Oxbow, SK S0C 2B0

Phone: 306-483-2300
Fax: 306-483-5277
www.oxbow.ca

TOWN OF OXBOW WEBSITE DESIGN, DEVELOPMENT AND MAINTENANCE SERVICES REQUEST FOR PROPOSAL – OXB-001-2025

A. Introduction

The Town of Oxbow is seeking innovative proposals from interested vendors for **WEBSITE DESIGN, DEVELOPMENT & MAINTENANCE SERVICES** the organization's website, (<https://www.oxbow.ca>). Our goal is to create a modern, user-friendly, and accessible online presence that effectively services our residents, businesses and visitors.

Our current website has been in use since 2021 and has limitations in design, functionality, and ease of maintenance. This project aims to address these challenges while reflecting the unique identity of our community. Each vendor is encouraged to visit our existing website before submitting a proposal to ensure that they are satisfied with the conditions that will be present while completing the specified work.

B. Goals & Objectives

Creating a flexible, informative, up-to-date website that is easy to maintain and is visible by desktop and mobile device. The website should be user friendly with an intuitive interface, incorporate a content management system and search engine optimization.

The Town of Oxbow WEBSITE DESIGN & DEVELOPMENT should:

1. Provide enhanced user experience with intuitive navigation.
2. Ensure accessibility compliance is met (if required).
3. Be mobile responsive and optimized for a variety of devices.
4. Offer a content management system (CMS) for easy updates by non-technical staff.
5. Reflect the branding and values of the Town of Oxbow.
6. Integrate with existing and future online municipal services, including but not limited to:
 - a. Meeting minutes and agendas;
 - b. Online payments;
 - c. Event calendars
 - d. Service request submissions
 - e. Business Directory
7. Enhance transparency and communication between the municipality and its stakeholders.
8. Analytics: data usage collection, such as page views, visitor demographics, bounce rates
9. Include online forms that allow for the creation, customization, and management of interactive forms.
10. Ensure robust Security and Privacy Measures

The Town of Oxbow's existing website (<https://www.oxbow.ca>) was designed and produced in 2020

based on navigation and design specifications to direct and inform users to the municipality's resources and services.

C. Scope of Work

1. Design Requirements:
 - a) Develop a visually appealing and modern design that aligns with the municipality's identity.
 - b) Provide a responsive design that ensures optimal viewing across devices and screen sizes.
 - c) Create intuitive navigation and a user-friendly interface.

2. Development Requirements:
 - a) Search engine optimization
 - b) Implement a robust CMS that allows for easy content updates and scalability.
 - c) Integrate third party tools and plugins as needed.
 - d) Test for usability, functionality, and compatibility across devices/browsers.
 - e) Transition of existing content and functionality.

D. Community Profile

"Progress with Pride," the motto of the beautiful Town of Oxbow, reflects a community that is growing and vibrant. Along with natural resource development, agriculture also remains one of the main industries found in the area.

The balance of economic activity has allowed the community to grow with a new K-12 school, hospital, and medical clinic as well as an abundance of other amenities. Federally the Town of Oxbow is in the constituency of Souris-Moose Mountain, and provincially, in the constituency of Cannington.

The Town of Oxbow is located within the Rural Municipality of Enniskillen No. 3. The community is located on the Canadian Pacific Railway and on Provincial Highway 18. It is approximately 58 kilometers west of the Saskatchewan/Manitoba border and approximately 26 kilometers (16 miles) north of the Canada-USA border. The Town of Oxbow is surrounded by an abundance of beauty, nature, and wildlife - Bow Valley Park is nestled in the hills on the outskirts of town and the community is a short fifteen-minute drive from the beautiful Souris Moose Creek Regional Park. Both parks allow you to indulge in water sports, field and recreational pastimes and family fun.

According to the 2021 Canada Census, the town's population is 1,286, with an area of 3.33 sq km and a population density of 386.6 per sq km. With an immediate trading area population of 26,168 residents plus visitors, one will find a unique blend of shops, restaurants, and recreational facilities, supporting a high quality of life in a community full of progress and pride.

E. Deadline for Receipt

Proposals must be received via email before **4:00 p.m. on Thursday, February 20, 2025.**

Proposals must be addressed to Brandi Morissette, CAO and emailed to administrator@oxbow.ca.

F. Inquiries

Please address all inquiries via email to administrator@oxbow.ca.

G. Proposal Content Requirements

1. A cover letter providing a brief description of the firm or individual, name, address of vendor, telephone number, and email of principal contact person.
2. Executive summary of the highlights of the proposal, not to exceed one page in length, and conveying the vendor's understanding of the purpose and expected outcomes of the project.
3. A list of key personnel who would be involved in the process and their expertise/experience
4. A summary of the vendor's qualifications and relevant experience.
5. A work plan that includes a description of the methodology, tasks, timeline and estimated total amount of time that would be spent on the project. Responses that fail to include a timeline will not be considered.
6. Exclusions or exceptions. Note any parts of the proposal that is beyond the expertise of the vendor or would be better handled by municipal staff.
7. A schedule of costs that includes consulting, supplies, number of onsite visits and cost per trip, and other costs associated with the design/development process. Costs for data gathering and analysis must be listed separately.
8. References and contact information for three organizations for which the vendor has provided website design/hosting services. One of the three references must be a municipality.

H. RFP Standards and Selection Criteria

1. The Town of Oxbow reserves the right to cancel the award of contract at any time before the execution of the contract by both parties. The responding consultants bear the sole risk and responsibility for incurred in the preparation of the proposal.
2. No Council member or staff member shall have a financial interest in this proposal.
3. In cases of dispute over differences of opinions as to the services of the proposal, the decision of the Town of Oxbow shall be final.
4. The Town of Oxbow reserves the right to ask for clarification of the proposal if the need arises, and to select a vendor based directly on the proposal or to negotiate further with one or more respondents.
5. The Town of Oxbow reserves the right to reject any or all responses to the Request for Proposal.
6. The proposal will be evaluated by the Town of Oxbow and will include the following criteria:
 - a) Responsiveness of the written proposal to the purpose and scope of the project.
 - b) Demonstrating knowledge, skills and experience in website design, development and maintenance.
 - c) Methodology and timeline for carrying out tasks in the scope of work.
 - d) Cost to complete the process.
 - e) Cost of hosting/maintenance services on an annual basis.
 - f) Ability to meet deadlines and operate within budget.
 - g) Positive experience and success in website design, development and maintenance with a satisfactory performance record (references).

I. RFP and Tentative Process Timeline

1. Proposals must be received via email before 4:00 p.m. on Thursday, February 20, 2025.
2. Proposals will be reviewed at the February 24, 2025, Regular Council meeting.
3. The WEBSITE DESIGN & DEVELOPMENT process may begin as early as possible in agreement with the chosen vendor.