



**Request for Proposals**  
**For**  
**Web User Experience Design**

Request for Proposals No.: **25.0110**

Issued: **October 29, 2025**

Submission Deadline: **November 26, 2025 14:00:00 PM local time**

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## **PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS**

### **1.1 Invitation to Proponents**

#### **1.1.1 Invitation**

This Request for Proposals (the “RFP”) is an invitation by Strathcona County (the “County”) to prospective proponents to submit proposals for **Web User Experience Design** as further described in Section A of the RFP Particulars (Appendix A) (the “Deliverables”).

The County is seeking a responsive web design consultant with specialized expertise in user interface design for Jira and Microsoft Dynamics portals. The Deliverables involve assessing current systems, designing improved user flows and wireframes, conducting usability testing, and supporting change management across departments. The selected proponent will collaborate closely with departments and technical teams to ensure scalable, user-friendly solutions.

#### **1.1.2 Proponent must be Single Entity**

The proponent must be a single legal entity that, if selected, intends to negotiate and enter into the agreement with the County. If the proposal is being submitted jointly by two (2) or more separate entities, the proposal must identify only one of those entities as the “proponent”. The proponent will be responsible for the performance of the Deliverables.

#### **1.1.3 Bidding System Registration**

All proponents must have a vendor account with the County’s electronic bidding system at <https://strathcona.bonfirehub.ca> and must be registered as a plan taker for this opportunity. This will enable the proponent to download the solicitation document, to ask questions, to receive addenda email notifications, download addenda, and submit their proposal electronically through the bidding system.

### **1.2 RFP Contact**

To contact the County in relation to this RFP, proponents must initiate the communication electronically through the bidding system. The County will not accept any proponent’s communications by any other means, except as specifically stated in this RFP.

For the purposes of this procurement process, the “RFP Contact” will be:

Hunter Pitre

Hunter.pitre@strathcona.ca

Proponents should only contact the RFP Contact where specifically instructed to in this RFP. All other communication in relation to this RFP, up to and including the submission of the proposal, must be through the bidding system, as described above.

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of the County, other than the RFP

Contact, concerning matters regarding 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 Agreement for Deliverables**

#### **1.3.1 Type of Agreement**

The selected proponent will be requested to enter into direct agreement negotiations to finalize an agreement with the County for the provision of the Deliverables. The terms and conditions found in the form of agreement attached as Attachment 1 to the RFP are to form the basis for commencing negotiations between the County and the selected proponent.

#### **1.3.2 Term of Agreement**

The term of the agreement is to be for a period of one (1) year, with an option in favour of the County to extend the agreement on the same terms and conditions for two (2) additional terms of one (1) year each.

### **1.4 RFP Timetable**

#### **1.4.1 Key Dates**

Issue Date of RFP	October 29, 2025
Deadline for Questions	November 12, 2025 14:00:00 PM local time
Deadline for Issuing Addenda	November 19, 2025 14:00:00 PM local time
Submission Deadline	November 26, 2025 14:00:00 PM local time
Rectification Period	2 business days
Agreement Negotiation Period	15 calendar days
Anticipated Execution of agreement	End of January 2026

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

#### **1.4.2 Site Visit / Pre-Proposal Meeting (if applicable)**

N/A

### **1.5 Submission Instructions**

#### **1.5.1 Submission of Proposals**

Proposals must be submitted electronically through the bidding system at:

<https://strathcona.bonfirehub.ca>

Submissions by other methods will not be accepted.

In the event of any technical issues, proponents should contact the bidding system's technical support.

### **1.5.2 Proposals to be Submitted on Time**

Proposals must be finalized and fully uploaded in the bidding system on or before the Submission Deadline. The time of receipt of proposals shall be determined by the bidding system web clock. Late submissions will not be accepted by the bidding system and will be disqualified as late.

Proponents are cautioned that the timing of submission is based on when the proposal is received by the bidding system, not when a proposal is submitted by a proponent. As transmission can be delayed due to file transfer size, transmission speed or other technical factors, proponents should plan to submit proposals well in advance of the Submission Deadline to avoid submitting late due to technical issues. Proponents submitting near the Submission Deadline do so at their own risk.

The bidding system will send a confirmation email to the proponent advising when the proposal was submitted successfully. If you do not receive a confirmation email, contact the bidding system's technical support immediately.

### **1.5.3 Proposals to be Submitted in Prescribed Format**

Proposal materials should be prepared and submitted in accordance with the instructions in the bidding system, including any maximum upload file size.

Documents should not be embedded within uploaded files, as the embedded files may not be accessible or evaluated.

### **1.5.4 Amendment of Proposals**

Proponents may amend their proposals prior to the Submission Deadline. However, the proponent is solely responsible for ensuring that the amended proposal is received by the bidding system by the Submission Deadline.

### **1.5.5 Withdrawal of Proposals**

At any time throughout the RFP process until the execution of a written agreement for provision of the Deliverables, a proponent may withdraw a submitted proposal. Prior to the Submission Deadline, proponents may withdraw a submitted proposal through the bidding system. To withdraw a proposal after the Submission Deadline, a notice of withdrawal must be sent to the RFP Contact and must be signed by an authorized representative of the proponent.

[End of Part 1]

## **PART 2 – EVALUATION, NEGOTIATION, AND AWARD**

### **2.1 Stages of Evaluation and Negotiation**

The County will conduct the evaluation of proposals and negotiations in the following 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. If a proposal fails to satisfy all of the mandatory submission requirements, the County will issue the proponent a rectification notice identifying the deficiencies and providing the proponent an opportunity to rectify the deficiencies. If the proponent fails to satisfy the mandatory submission requirements within the Rectification Period, its proposal will be rejected. The Rectification Period will begin to run from the date and time that the County issues a rectification notice to the proponent. The mandatory submission requirements are set out in Section C of the RFP Particulars (Appendix A).

### **2.3 Stage II – Mandatory Technical Requirements and Non-Price Rated Evaluation Criteria**

Stage II will consist of the following two sub-stages:

#### **2.3.1 Mandatory Technical Requirements**

The County will review the proposals to determine whether the mandatory technical requirements as set out in Section D of the RFP Particulars (Appendix A) have been met. If a proposal fails to satisfy all of the mandatory technical requirements, the County will issue the proponent a rectification notice identifying the deficiencies and providing the proponent an opportunity to rectify the deficiencies. The rectification process for these requirements may occur after any rectification process for mandatory submission requirements. If the proponent fails to satisfy the mandatory technical requirements within the Rectification Period, its proposal will be rejected. The Rectification Period will begin to run from the date and time that the County issues a rectification notice to the proponent.

#### **2.3.2 Non-Price Rated Evaluation Criteria**

The County will evaluate each qualified proposal on the basis of the non-price rated evaluation criteria as set out under Evaluation Criteria in Section F of the RFP Particulars (Appendix A).

### **2.4 Stage III – Pricing**

Stage III will consist of a scoring of the submitted pricing of each qualified proposal in accordance with the price evaluation method set out in Section G of the RFP Particulars (Appendix A). The evaluation of price will be undertaken after the evaluation of the mandatory submission requirements and the mandatory technical requirements and non-price rated evaluation criteria has been completed.

If the County has established a maximum pricing threshold for this procurement in Section G of the RFP Particulars (Appendix A), then proposals with pricing exceeding that maximum pricing threshold will be rejected. Despite anything else in this RFP, if the pricing in a proposal exceeds that maximum pricing threshold then that pricing cannot be rectified so as to result in pricing that

no longer exceeds that maximum pricing threshold. For greater clarity, the County will not issue the proponent a rectification notice to provide the proponent an opportunity to rectify pricing so that it no longer exceed that maximum pricing threshold.

In the event that a proponent's pricing appears to be abnormally low in relation to the Deliverables, the County may require the proponent to provide a detailed explanation of the pricing information to account for the low level of price and confirm that all requirements in respect of the Deliverables have been taken into account. If the proponent is unable to satisfactorily account for the abnormally low pricing, the County may reject the proposal. The County may also reject any proposal that contains unbalanced pricing. Pricing may be considered unbalanced where nominal or significantly understated prices are proposed for some elements of the Deliverables and inflated prices are proposed for other elements of the Deliverables. Unbalanced pricing includes, but is not limited to, "front-loaded" pricing which contains inflated pricing for Deliverables to be provided or completed at the beginning of the agreement, offset by understated pricing for Deliverables to be provided or completed later in the agreement.

## **2.5 Stage IV – Ranking of Proponents**

After the completion of Stage III, all scores from Stage II and Stage III will be added together and proponents will be ranked based on their total scores. The top-ranked proponent will receive a written invitation to enter into direct agreement negotiations to finalize the agreement with the County. In the event of a tie, the selected proponent will be the proponent with the lowest price.

## **2.6 Stage V – Agreement Negotiations**

### **2.6.1 Agreement Negotiation Process**

Any negotiations will be subject to the process rules contained in the Terms and Conditions of the RFP Process (Part 3) and will not constitute a legally binding offer to enter into an agreement on the part of the County or the proponent, and there will be no legally binding relationship created with any proponent prior to the execution of a written agreement. The terms and conditions found in the form of agreement attached as Attachment 1 to the RFP are to form the basis for commencing negotiations between the County and the selected proponent. Negotiations may include requests by the County for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or to confirm the conclusions reached in the evaluation, and may include requests by the County for improved pricing or performance terms from the proponent.

### **2.6.2 Time Period for Negotiations**

The County intends to conclude negotiations and finalize the agreement with the top-ranked proponent during the Agreement Negotiation Period, commencing from the date the County invites the top-ranked proponent to enter negotiations. A proponent invited to enter into direct agreement negotiations should therefore be prepared to satisfy the pre-conditions of award listed in Section E of the RFP Particulars (Appendix A), provide requested information in a timely fashion and conduct its negotiations expeditiously.

### **2.6.3 Failure to Enter into Agreement**

If the pre-conditions of award listed in Section E of the RFP Particulars (Appendix A) are not satisfied or if the parties cannot conclude negotiations and finalize the agreement for the

Deliverables within the Agreement Negotiation Period, the County may discontinue negotiations with the top-ranked proponent and may invite the next-best-ranked proponent to enter into negotiations. This process will continue until an agreement is finalized, until there are no more proponents remaining that are eligible for negotiations, or until the County elects to cancel the RFP process.

#### **2.6.4 Notification of Negotiation Status**

Other proponents that may become eligible for agreement negotiations may be notified at the commencement of the negotiation process with the top-ranked proponent.

[End of Part 2]



## **PART 3 – TERMS AND CONDITIONS OF THE RFP PROCESS**

### **3.1 General Information and Instructions**

#### **3.1.1 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.

A proponent who submits conditions, options, variations, or contingent statements either as part of its proposal or after receiving notice of selection, may be disqualified.

#### **3.1.2 Proposals in English**

All proposals are to be in English only.

#### **3.1.3 No Incorporation by Reference**

The entire content of the proponent's proposal should be submitted in a fixed format, 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.

#### **3.1.4 Past Performance**

In the evaluation process, the County may consider the proponent's past performance or conduct on previous agreements with the County or other institutions.

#### **3.1.5 Information in RFP Only an Estimate**

The County and its advisers make no representation, warranty, or guarantee as to the accuracy of the information contained in this RFP or issued by way of addenda. Any quantities shown or data 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.

#### **3.1.6 Proponents to Bear Their Own Costs**

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

#### **3.1.7 Proposal to be Retained by the County**

The County will not return the proposal or any accompanying documentation submitted by a proponent.

#### **3.1.8 No Guarantee of Volume of Work or Exclusivity of Agreement**

The County 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

agreement for the provision of the described Deliverables. The County may enter into agreements with others for goods and services the same as or similar to the Deliverables or may obtain such goods and services internally.

## **3.2 Communication after Issuance of RFP**

### **3.2.1 Proponents to Review RFP**

Proponents should promptly examine all of the documents comprising this RFP and may direct questions or seek additional information in writing through the bidding system on or before the Deadline for Questions. No such communications are to be sent or initiated through any other means. The County is under no obligation to provide additional information, and the County is not responsible for any information provided by or obtained from any source other than the RFP Contact or the bidding system. It is the responsibility of the proponent to seek clarification on any matter it considers to be unclear. The County is not responsible for any misunderstanding on the part of the proponent concerning this RFP or its process.

### **3.2.2 All New Information to Proponents by Way of Addenda**

This RFP may be amended only by addendum in accordance with this section. If the County, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated to all proponents by addendum posted in the bidding system. 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 County.

### **3.2.3 Post-Deadline Addenda and Extension of Submission Deadline**

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

### **3.2.4 Verify, Clarify, and Supplement**

When evaluating proposals, the County may request further information from the proponent or third parties in order to verify, clarify or supplement the information provided in the proponent's proposal. The County may revisit, re-evaluate, and rescore the proponent's response or ranking on the basis of any such information.

## **3.3 Notification and Debriefing**

### **3.3.1 Notification to Other Proponents**

Once an agreement is executed by the County and a proponent, the other proponents may be notified directly in writing and will be notified by public posting of the outcome of the procurement process.

### **3.3.2 Debriefing**

Proponents may request a debriefing after receipt of a notification of the outcome of the procurement process. All requests must be in writing to the RFP Contact and must be made within thirty (30) days of such notification. The RFP Contact will contact the proponent's representative

to schedule the debriefing. Debriefings may occur in person at the County's location or by way of conference call or other remote meeting format as prescribed by the County.

### **3.3.3 Procurement Protest Procedure**

Any proponent with concerns about the RFP process is required to attend a debriefing prior to proceeding with a protest.

If, after attending a debriefing, the proponent wishes to challenge the RFP process, it should provide written notice to the RFP Contact in accordance with applicable procurement protest procedures. The written notice must contain:

- (a) a clear statement as to which procurement the proponent wishes to challenge;
- (b) a clear explanation of the proponent's concerns with the procurement, including specifics as to why it disagrees with the procurement process or its outcome; and
- (c) the proponent's contact details, including name, telephone number and email address.

The County will send an initial response to acknowledge receipt of the proponent's notice and indicate the date by which the County will provide the proponent with a formal response.

## **3.4 Conflict of Interest and Prohibited Conduct**

### **3.4.1 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 County in the preparation of its proposal that is not available to other proponents;
  - (ii) having been involved in the development of the RFP, including having provided advice or assistance in the development of the RFP;
  - (iii) receiving advice or assistance in the preparation of its response from any individual or entity that was involved in the development of the RFP;
  - (iv) 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
  - (v) 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;

- (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; or
- (c) the proponent is engaged in actual or reasonably apprehended litigation, or in any other dispute against or contrary to the County.

### **3.4.2 Disqualification for Conflict of Interest**

The County may disqualify a proponent for any conduct, situation, or circumstances, determined by the County, in its sole and absolute discretion, to constitute a Conflict of Interest as defined above.

An existing supplier of the County may be precluded from participating in the RFP process in instances where the County has determined that the supplier has a competitive advantage that cannot be adequately addressed to mitigate against unfair advantage. This may include, without limitation, situations in which an existing supplier is in a position to create unnecessary barriers to competition through the manner in which it performs its existing agreements, or situations where the incumbent fails to provide the information within its control or otherwise engages in conduct obstructive to a fair competitive process.

### **3.4.3 Disqualification for Prohibited Conduct**

The County may disqualify a proponent, rescind an invitation to negotiate, or terminate an agreement subsequently entered into if the County determines that the proponent has engaged in any conduct prohibited by this RFP.

### **3.4.4 Prohibited Proponent Communications**

Proponents must not engage in any communications that could constitute a Conflict of Interest and should take note of the Conflict of Interest declaration set out in the Submission Form (Attachment 2).

### **3.4.5 Proponent Not to Communicate with Media**

Proponents must 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 first obtaining the written permission of the RFP Contact.

### **3.4.6 No Lobbying**

Proponents must 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(s).

### **3.4.7 Illegal or Unethical Conduct**

Proponents must not engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud, coercion, or collusion. Proponents must 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 County; deceitfulness; 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.

### **3.4.8 Supplier Suspension**

The County may suspend a supplier from participating in its procurement processes for prescribed time periods 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 supplier to honour its submitted pricing or other commitments;
- (c) engaging in litigious conduct, bringing frivolous or vexatious claims in connection with the Client's procurement processes or agreements, or engaging in conduct obstructive to a fair competitive process; or
- (d) any conduct, situation, or circumstance determined by the County, in its sole and absolute discretion, to have constituted an undisclosed Conflict of Interest.

In advance of a decision to suspend a supplier, the County will notify the supplier of the grounds for the suspension and the supplier will have an opportunity to respond within a timeframe stated in the notice. Any response received from the supplier within that timeframe will be considered by the County in making its final decision.

## **3.5 Confidential Information**

### **3.5.1 Confidential Information of the County**

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

- (a) is the sole property of the County 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 any subsequent agreement for the Deliverables;
- (c) must not be disclosed without prior written authorization from the County; and
- (d) must be returned by the proponent to the County immediately upon the request of the County.

### **3.5.2 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 County. The confidentiality of such information will be maintained by the County, except as otherwise permitted or 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 County to advise or assist with the RFP process, including the evaluation of proposals. If a proponent has any questions about the collection, use, or disclosure of personal information pursuant to this RFP, questions are to be submitted to the RFP Contact.

## **3.6 Procurement Process Non-Binding**

### **3.6.1 No Contract A and No Claims**

This procurement process is not intended to create and will not create a formal, legally binding bidding process and will instead be governed by the law applicable to direct commercial negotiations. For greater certainty and without limitation:

- (a) this RFP will not give rise to any Contract A–based tendering law duties or any other legal obligations arising out of any process contract or collateral contract; and
- (b) neither the proponent nor the County will have the right to make any claims (in contract, tort, or otherwise) against the other with respect to the award of a contract, failure to award a contract or failure to honour a proposal submitted in response to this RFP.

### **3.6.2 No Agreement until Execution of Written Agreement**

This RFP process is intended to identify prospective suppliers for the purposes of negotiating potential agreements. No legal relationship or obligation regarding the procurement of any good or service will be created between the proponent and the County by this RFP process until the successful negotiation and execution of a written agreement for the acquisition of such goods and/or services.

### **3.6.3 Non-Binding Price Estimates**

While the pricing information provided in proposals will be non-binding prior to the execution of a written agreement, such information will be assessed during the evaluation of the proposals and the ranking of the proponents. Any inaccurate, misleading, or incomplete information, including withdrawn or altered pricing, could adversely impact any such evaluation or ranking or the decision of the County to enter into an agreement for the Deliverables.

### **3.6.4 Cancellation**

The County may cancel or amend the RFP process without liability at any time.

## **3.7 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 will 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 Alberta and the federal laws of Canada applicable therein.

[End of Part 3]

## **APPENDIX A – RFP PARTICULARS**

### **A. THE DELIVERABLES**

The Deliverables shall be performed by successful proponent (the “Supplier”) only upon request by the County for such Deliverables. In the event the County desires the Supplier to perform certain Deliverables, the County shall contact the Supplier to request that such Deliverables be performed and the County shall specify the timing for completion of such Deliverables and the location where the provision of the Deliverables shall take place. The Supplier shall comply with any such request made by the County.

The Deliverables that may be provided by the Supplier in accordance with this Agreement generally include the following:

#### **1. Category 1 Deliverables**

The following Category 1 Deliverables will be performed by the Supplier and are to be completed in sequence as follows upon request:

##### **a. Discovery and Content Review**

Objective: To establish a foundational understanding of current Jira usage and onboarding practices. Activities required to complete this objective are as follows:

- i. Audit existing Jira configurations, workflows, and permission schemes;
- ii. Review onboarding documentation, service request types, and historical usage data;
- iii. Analyze service request trends to identify common issues and improvement opportunities;
- iv. Provide discovery report summarizing findings; and
- v. Provide gap analysis highlighting areas for optimization.

##### **b. Department and User Interviews**

Objective: Gather qualitative insights from key users and business units. Activities required to complete this objective are as follows:

- i. Conduct structured virtual interviews and workshops with department leads, Jira administrators, and end users;
- ii. Document pain points, unmet needs, and desired improvements;
- iii. Synthesize feedback into actionable themes;
- iv. Provide an interview summary and thematic analysis of interviews conducted; and
- v. Provide user personas and needs matrix.

##### **c. Information Architecture Assessment**

Objective: Evaluate and improve the structure and navigation of Jira for scalability and clarity. Activities required to complete this objective are as follows:



- i. Assess current project hierarchy, issue types, request types, and portal layout,
- ii. Identify redundancies, inconsistencies, and usability barriers,
- iii. Propose a revised information architecture tailored for multi-department onboarding,
- iv. Provide information architecture assessment report; and
- v. Provide a proposed information architecture model with diagrams and rationale.

#### **d. Future-State User Flows and Wireframes**

Objective: Design intuitive workflows and interfaces aligned with user and business needs. Activities required to complete this objective are as follows:

- i. Map current and future-state user journeys for onboarding and service request processes;
- ii. Develop wireframes for Jira portals, request forms, and dashboards;
- iii. Ensure designs reflect departmental variations and business goals;
- iv. Provide annotated user flow diagrams; and
- v. Provide wireframes for key interfaces and request types.

#### **e. Usability Testing**

Objective: To validate proposed designs and workflows through user testing. Activities required to complete this objective are as follows:

- i. Conduct card sorting and tree testing to evaluate navigation and categorization;
- ii. Facilitate moderated usability sessions with representative users;
- iii. Analyze feedback and iterate on designs;
- iv. Create usability testing plan and scripts; and
- v. Provide written summary of findings and design refinements.

#### **f. Jira Support and User Interface Consultation**

Objective: Ensure design feasibility and alignment with Jira platform capabilities. Activities required to complete this objective are as follows:

- i. Collaborate with Jira administrators and technical teams;
- ii. Validate proposed workflows and User Interface (“UI”) elements against Jira constraints;
- iii. Recommend configuration strategies and plugins if needed;
- iv. Complete a technical feasibility assessment; and
- v. Provide Jira configuration recommendations.

#### **g. Change Management Recommendations**

Objective: Support smooth adoption of new workflows and interfaces. Activities required to complete this objective are as follows:

- i. Assess impact of changes on staffing, training, and policies;
- ii. Identify risks and mitigation strategies;
- iii. Provide a change impact assessment; and
- iv. Create an adoption roadmap and training plan.

#### **h. Department Engagement and Workshops**

Objective: Build consensus and ensure alignment across business units. Activities required to complete this objective are as follows:

- i. Facilitate virtual workshops to present findings, gather feedback, and co-create solutions;
- ii. Conduct virtual presentations for leadership and departmental teams;
- iii. Document decisions and action items;
- iv. Workshop agendas for attendees and materials; and
- v. Department feedback summary.

#### **i. Documentation and Reporting**

Objective: To provide accurate documentation to maintain transparency and support future enhancements. Activities required to complete this objective are as follows:

- i. Document onboarding processes, design decisions, and testing outcomes;
- ii. Create user guides and configuration documentation;
- iii. Ensure materials are accessible and version controlled;
- iv. Provide comprehensive project documentation to the County; and
- v. Final onboarding and configuration guide for the department.

#### **j. Final Presentation**

Objective: Communicate project outcomes and recommendations to leadership. Activities required to complete this objective are as follows:

- i. Prepare and deliver a presentation summarizing findings, deliverables, and next steps;
- ii. Include visual aids, metrics, and department feedback;
- iii. Facilitate questions, answers and coordinating discussion; and
- iv. Create a summary report of project outcomes.

### **2. Category 2 Deliverables:**

The following Category 2 Deliverables may be performed by the Supplier and are not required to follow a specific order or sequence. The County may request for the Supplier to complete one or more of the below:

#### **a. Assess the Dynamics Portal**

Objective: Identify usability and architectural issues in the current Dynamics portal. Activities required to complete this objective are as follows:

- i. Conduct heuristic evaluation and user feedback analysis;
- ii. Review navigation, content structure, and accessibility;
- iii. Identify areas for improvement;
- iv. Provide portal assessment report; and
- v. Provide recommendations for information architecture and user experience improvements.

## **b. Design Dynamics Prototypes**

Objective: Create visual and interactive representations of proposed enhancements.

Activities required to complete this objective are as follows:

- i. Develop wireframes and prototypes for new features and improved workflows;
- ii. Ensure alignment with user needs and business objectives;
- iii. Iterate based on department feedback;
- iv. Create wireframes and interactive prototypes; and
- v. Design and provide rationale documentation.

## **c. Test Dynamics Usability**

Objective: Validate proposed designs through structured testing. Activities required to complete this objective are as follows:

- i. Conduct task-based usability testing with representative users from the department;
- ii. Collect qualitative and quantitative feedback;
- iii. Refine designs based on results;
- iv. Usability testing report; and
- v. Updated prototypes and design recommendations.

## **d. Facilitate Dynamics Workshops**

Objective: Engage stakeholders in reviewing and refining portal enhancements. Activities required to complete this objective are as follows:

- i. Lead virtual workshops to present designs and gather input;
- ii. Facilitate consensus-building discussions;
- iii. Document feedback and decisions;
- iv. Create and provide workshop materials and notes; and
- v. Department alignment summary.

## **e. Document Dynamics Enhancements**

Objective: Ensure all design work is clearly documented for implementation. Activities required to complete this objective are as follows:

- i. Capture wireframes, prototypes, and testing outcomes;
- ii. Organize documentation for easy reference and handoff;
- iii. Maintain version control and accessibility;

- iv. Provide a design documentation package that includes the above (i, ii and iii); and
- v. Implementation-ready specifications.

#### **f. Support Entra ID Integration**

Objective: Ensure seamless and user-friendly integration of external Entra ID. Activities required to complete this objective are as follows:

- i. Collaborate on messaging, visual design, and user experience;
- ii. Align integration with portal standards and accessibility guidelines;
- iii. Provide design and communication support;
- iv. Create and provide integration design and messaging guide; and
- v. Provide visual assets and user instructions.

#### **g. Enhance MyAccount Portal Workflows**

Objective: Improve usability and integration of MyAccount portal features. Activities required to complete this objective are as follows:

- i. Analyze current workflows and user feedback;
- ii. Design optimized workflows and interface improvements;
- iii. Ensure accessibility and cross-system integration;
- iv. Provide workflow redesigns and wireframes; and
- v. Create and provide recommendations for feature enhancements.

The Supplier shall provide the Deliverables in accordance with the Sub-Schedule "C-2-1".

This Sub-Schedule "C-2" is intended to be interpreted so as to give all provisions full meaning and effect, and in as much as possible in a compatible manner. If there is a conflict in the provisions of this Sub-Schedule "C-2" and any sub-schedule attached to this Sub-Schedule "C-2", then the provisions of this Sub-Schedule "C-2" govern and take precedence over the provisions in any sub-schedule attached to this Sub-Schedule "C-2".

## **ARTICLE 2 TIMETABLE**

The Supplier shall complete the Deliverables in accordance with the timing specified by the County in the County's request for the Supplier to perform such Deliverables.

### **B. MATERIAL DISCLOSURES**

#### **1. Historical Summary: Jira Onboarding and Optimization**

Phase one of the Jira onboarding and optimization initiative has been completed and was led by Information Technology Services ("ITS") to establish a scalable and user-centric foundation for Jira service management. The project aimed to modernize service delivery by transitioning from Ivanti service manager to Jira, improving usability, and preparing the platform for broader departmental adoption. The project objectives included:

- Legacy system review: Existing Ivanti Service Manager configurations, workflows, and service request types were analyzed to identify functional gaps and opportunities for improvement.
- Jira rebuild: ITS service request workflows were redesigned and rebuilt in Jira, incorporating best practices for issue types, request forms, automation, and portal usability.
- Stakeholder engagement: ITS staff and end users participated in interviews and workshops to validate requirements, identify pain points, and inform design decisions.
- Information architecture and design: A new structure was proposed for Jira projects and portals, including future-state user flows and wireframes tailored to ITS operations.
- Technical validation: Designs were reviewed with Jira administrators to ensure feasibility and alignment with platform capabilities.
- Documentation and change planning: All design decisions and onboarding processes were documented, and initial change management strategies were developed to support adoption.

Phase 2 is currently underway assessing the Financial and Strategic Services department. The County expects to initiate Phase 3 in early 2026 which will onboard the Human Resources department, followed by Phase 4, which will onboard the Business Innovations and Communications department in mid-2026.

## 2. Service Schedule

Note that the County will be issuing a Service Schedule, as per Schedule “E” in the Agreement (Attachment 1).

## C. MANDATORY SUBMISSION REQUIREMENTS

### 1. Submission Form

Each proposal must include a Submission Form (Attachment 2) completed and signed by an authorized representative of the proponent.

### 2. Pricing Form

Each proposal must include a Pricing Form (Attachment 3) that complies with the instructions set out below in Section G of this Appendix A.

If the County has established a maximum pricing threshold for this procurement in Section G of this Appendix A, then proposals with pricing exceeding that maximum pricing threshold will be rejected. Despite anything else in this RFP, if the pricing in a proposal exceeds that maximum pricing threshold then that pricing cannot be rectified so as to result in pricing that no longer exceeds that maximum pricing threshold. For greater clarity, the County will not issue the proponent a rectification notice to provide the proponent an opportunity to rectify pricing so that it no longer exceed that maximum pricing threshold.

### 3. Other Mandatory Submission Requirements

Each proposal must include the following:

- A Rated Criteria Evaluation Form (Attachment 4)

### D. MANDATORY TECHNICAL REQUIREMENTS

N/A

### E. PRE-CONDITIONS OF AWARD

Within the timeframe specified in the invitation to enter into a final round of negotiations to finalize the agreement with the County (which is typically not more than seven (7) days from finalizing the agreement for the Deliverables), the selected proponent must deliver the following documents to the County:

- A valid and current certificate(s) of insurance evidencing that the insurance required by the Agreement is in place and is in full force and effect

### F. EVALUATION CRITERIA

The following sets out the categories, weightings, and descriptions of the rated evaluation 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.

Proponents should refer to Attachments 3 and 4 for a detailed breakdown of evaluation criteria and weightings for the Evaluation Criteria and Pricing.

<b>Rated Evaluation Criteria Category</b>	<b>Weighting (Points)</b>	<b>Minimum Threshold</b>
<b>1. Non-Price</b>		
a. Experience and Qualifications	20 points	N/A
b. Project Examples	30 points	N/A
c. Resource Qualifications	15 points	N/A
d. Methodology and Approach	15 points	N/A
<b>2. Pricing (see Section G below)</b>		
a. Content Strategist	5 points	N/A
b. Designer	5 points	N/A
c. Developer	5 points	N/A
d. Project Manager	3 points	N/A
e. Business Analyst	2 points	N/A
<b>Total Points</b>	100 points	N/A

## **G. PRICE EVALUATION METHOD**

### **Evaluation of Pricing**

Pricing of the following position roles is worth:

- Content Strategist is worth 5 points of the total score;
- Designer is worth 5 points of the total score;
- Developer is worth 5 points of the total score;
- Project Manager is worth 3 points of the total score; and
- Business Analyst is worth 2 points of the total score.

Pricing within each position role will be scored based on a relative pricing formula using the hourly rates set out in the Pricing Form (Attachment 3). Each proponent will receive a percentage of the total possible points allocated to price for each role indicated, which will be calculated in accordance with the following formula:

$$\text{lowest price} \div \text{proponent's price} \times \text{weighting} = \text{proponent's pricing points}$$

### **Maximum Pricing Threshold**

N/A

### **Instructions on How to Provide Pricing**

- (a) Proponents should submit their pricing information by completing the Pricing Form (Attachment 3) and including it in their proposals.
- (b) Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for GST, which should be itemized separately.
- (c) Unless otherwise indicated in the requested pricing information, rates quoted by the proponent must be all-inclusive and must 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 fees or other charges required by law.

### **Required Pricing Information**

Refer to Pricing Form (Attachment 3).

[End of Appendix A]