

# Request for Proposals – Town of Stratford Mobile App Development

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*Imagine that!*

## 1) INTRODUCTION AND BACKGROUND

The Town of Stratford was established in 1995 through the Charlottetown Area Municipalities Act. Stratford provides a wide range of services to a growing population of approximately 10,000 persons.

The Town's mission is to continually strive to find out what current and future residents and stakeholders need and want, and then deliver it; with a vision that includes building a community where the social needs of residents are taken care of. As our population changes and grows, this project is designed to connect seniors in our community with opportunities to become more involved in their Town, to combat social isolation and provide them with more of a sense of belonging and purpose.

The Senior Engagement Program is being designed to provide opportunities for seniors to engage in community life by:

- Mentoring new immigrants to welcome and support them as they settle in our community by providing advice/information, assisting them with navigating local rules and customs and connecting them with other community opportunities as needed.
- Supporting young families who need occasional assistance (in the means of time), support and advice.
- Senior to senior matching for occasional, one-off, situations where help may be needed with chores, a drive to an appointment, seasonal yard cleanup, etc.
- Opportunity to exchange tools, equipment, books, etc. with each other

The first two items are designed to match seniors with others in our community to create an ongoing match between parties for a period of time. The ability of the app may be limited to allowing interested parties to register for the program but may not be able to perform a matching function. It is hoped that the app can be designed so that final two items can be fully functional without the requirement of, or limited requirement, for manual staff efforts.

## 2) SCOPE OF WORK

We are seeking proposals from qualified firms to work with Town of Stratford staff collaboratively to develop an easy to use mobile app to assist with the management and administration of the Town's Senior Engagement Program. As noted above, the Town is open to various levels of functionality within the app based on the program it is addressing. Please outline clearly in your proposal the extent to which the app proposal is able to perform functions on its own, and those potential areas that will require manual efforts by Town staff in combination with the app.

The following outlines the work anticipated:

- Ensure Brand Implementation  
The Town of Stratford has developed an extensive Engagement Strategy and follows Branding Guidelines to ensure consistency in messaging and look. Our app should incorporate these same principals and be

reflective of the Town of Stratford.

- **Develop App**  
Working closely with staff, the successful bidder will plan, develop, launch and maintain the required app. The app will be responsive and available on Apple and Android platforms. All information and data collected will be the content will remain the property of the Town of Stratford. The app framework and functionality will remain the property of the successful firm or individual with an intention for it to be replicated for other municipalities in the future. A proposal with an app developed in open source will be preferred. Training for Town of Stratford staff is also included as part of the RFP process initially and ongoing. Updates and servicing of future additions/changes to the app will be the responsibility of the successful firm built through a monthly or annual service fee program.
- **Measurement and Reporting**  
Where possible the Town of Stratford would like to have measurable elements incorporated into the app to be able to show metrics of users and overall growth and success of the app of a period of time.
- **The contract period is for a two (2) year term with the option to renew for an additional two (2) year period. The Town will solicit the estimated number of hours for each campaign piece before it is approved.**

### 3) PROPOSAL INSTRUCTIONS

Bidders are requested to provide the following information in their proposal:

- a) General qualifications and experience of the firm. (Please include previous client information whereby similar app development has been implemented)
- b) Detailed qualifications, relevant experience and assigned tasks of the firm
- c) Proposed methodology and proposed timeline for the work to be completed
- d) Rate for the development of the app and the monthly or annual service fee
- e) Any other information that would help the review team to better understand your proposal
- f) A minimum of two (2) references from a similar project completed by the firm

### 4) PROPOSAL SUBMISSION

Three copies of the proposal titled "Mobile App Development" shall be submitted in a sealed envelope prior to 1:00 p.m. AST on Tuesday, December 17, 2019 to:

Town of Stratford  
234 Shakespeare Drive  
Stratford, PE C1B 2V8

Questions on the request for proposals can be addressed to Wendy Watts, Community & Business Engagement Manager at (902) 569-1995 or via email at [wwatts@townofstratford.ca](mailto:wwatts@townofstratford.ca).

## 5) EVALUATION

Proposals will be evaluated on the following basis:

Proposed methodology and approach	30%
Qualifications and experience of the firm and of the assigned personnel	20%
Development and service fee rates	30%
App developed and available in open source	10%
References and other factors	10%

## 6) DISCLAIMER

Responses received after the stated date and time will not be considered. Faxed or emailed responses will not be accepted. Neither the lowest, nor any submission, shall necessarily be accepted and the decision of the Town shall be final. Any questions received will be posted on the Town of Stratford website with the answers provided in response to the inquiry for fairness of all potential firms responding up until 12pm on Monday, December 16, 2019.