

Request for Proposals

The Canadian Institute for Identities and Migration (CIIM) is currently seeking tenders from web-design and development companies who have experience developing websites that have map components and data computation functionality. Below is a brief background and the terms of reference of this project.

Company Overview

CIIM, a division of the Association for Canadian Studies, is an independent, non-partisan, non-profit think tank dedicated to the study of population movement and evolving identities in Canada and abroad. CIIM produces and disseminates original research in addition to generating relevant conferences and publications.

Project Background

Funded by the federal government department of Immigration, Refugees and Citizenship Canada (IRCC), this project aims to construct the Canadian Index for Measuring Integration (CIMI) in both English and French, which will satisfy the continued interest in establishing an integrated set of performance measurement tools (an index) to assess the state of immigrant integration in Canada.

An index is a composite measure that summarizes and captures distinct indicators of various data sources so as to represent a unified outcome by combining several items into singular values (i.e. scores) that will be used to rank geographies across Canada. This index will incorporate data measures over time across different geographies. Thus, this bilingual website must be able to present one template background (i.e. a map of Canada) that can be used to display data (e.g. scores or ranks) of different regions during a reference period, as well as display infographics that offer more in-depth analyses of trends over time. In addition, to maximize analytical potential towards strength and reliability of the measurement framework, the CIMI website will have an expert's corner where our statistical models will be stored for controlled manipulation by the user to generate discretionary scoring scenarios.

The goal of the CIMI is to establish the most credible framework for ongoing performance assessment in immigrant integration in Canada. The key objectives are to:

- Establish the ongoing monitoring of longitudinal changes in the condition of immigrant integration and assess the impact of Canadian policy changes by:
 - Supporting an easily accessible **online database** (available in both English and French) that can provide cross-sectional and time series analyses.
- Enhance evaluation methods with measurable indicators that are simple to interpret and allows for a wide use across a variety of sectors by:
 - Identifying baseline measures via benchmarking around various dimensions of the integration process.

- Identify the multiple factors that underlie successful integration and inclusion of immigrants through the use of indicators by:
 - Comparing the evolution of the immigrant over time and across demographics to identify key changes permitting relevant bodies to design policies and programs.

The CIIM will be organized in a comprehensive manner and will be evidenced-based with a high level of scientific legitimacy while being as user friendly as possible. This will enable use from specialists as well as a broad spectrum of policy-makers, researchers and immigrant service providers engaged in and/or interested in policy and practice around integration. The index will be usable by persons with less experience in quantitative research, but should still cater to individuals with diverse levels of expertise.

Scope of Work and Deliverables

As this project is evolving under a strict timeline, the CIIM team will expect the tender to develop the site in the following stages, all of which must be completed by March 31st, 2017:

- 1) Phase 1: Tender and CIIM team meet to draft an initial system requirements specification document. Tender will begin development of architecture.
- 2) Phase 2: Create and deploy a Beta-testing framework. Initial design should fulfil the technical components and lists basic project information. This initial design should be easy to navigate for a variety of end-users.
- 2) Phase 3: The tender works with the CIIM team to refine the initial platform design, incorporating more aspects from the technical requirements to fit our specific needs. The tender will upload an initial database and continue to test site functionality.
- 3) Phase 4: The tender investigates technical solutions to deal with long-term data storage, data additions and interactive data manipulation (the experts corner), as well as consistently updating the database as the CIIM team provides data.
- 4) Phase 5 & 6: The tender works to fulfill the final technical requirements, fixes any bugs as feedback is provided from the CIIM team and the Beta-test results. The final data pieces and infographics are to be uploaded. Content management system is to be up and running.

Working alongside the CIIM team, the tender will:

- Define data set parameters;
- Understand technical environment;
- Review policies (architecture, privacy, security);
- Design database schema (full relational schematic);
- Define usage parameters and guidelines;
- Draft documentation for implementation and outline the delivery schedule.

The tender will work with CIIM team to perform an ongoing risk assessment as the project evolves, including managing data integrity, security and/or privacy concerns, or architecture issues. The tender must also demonstrate a certain degree of flexibility and creativity in this process. It will be essential for the tender to have the ability to tailor content and delivery methods to meet the needs of the CIIM team, who will be simultaneously creating content for database.

Technical Requirements

The tender must design and create the significant architecture and functionality necessary to meet the objectives of the project. While the CIIM team remains flexible to the expertise and design skills of the tender, we anticipate that design components will include, but are not limited to, the following:

- An intuitive front-end design that links infographics to a back-end containing corresponding formulas and data which may be updated over-time. Data maybe be required to be downloadable and exported by users in the front end.
- A simplistic but accurate map of Canada with major political boundaries and detailed regional boundaries that can be accessed to attain regional ranks at user defined geographies and timeframes. The map should have an intuitive user experience (i.e. click and zoom into provinces and cities – similar to existing platforms like Google maps).
- Pop-up infographics that list detailed graphs based on back-end data as well as pop-up dialogue boxes for key terms. These should appear by clicking a link (i.e. hide/show button).
- A content management system with a CIIM team log-in feature. Content archives in this section should be searchable by keywords and have a browse feature to browse the archive by category.
- An interactive area (referred to above as an “expert's corner”), which allows for users to modify weightings associated with back-end statistical formulas to generate customized rankings for user defined geographies or time frames. This alteration will affect only the local session and not the global database.
- Linking to social media channels (e.g. LinkedIn, Facebook, Twitter, and Google+).
- Responsive design and techniques for multi-platform deployment and cross-browser compatibility, including mobile platforms.
- Incorporation of comprehensive web statistics (i.e. Google analytics).
- Network and server deployment, setup, optimization, back-up and maintenance.

The tender will ensure the site will have the ability to be expandable and adaptable for future phases that may introduce other functionality not present in the current scope of this project. Overall, the technical functionality and architecture should be constructed in such a way that it caters to the ease-of-use for the end user at all times.

Other considerations: A short training session should be provided by the tender to the CIIM team, should they request one, which gives the team general access to add resources to the

website. Hard copy and electronic reference materials summarizing basic website procedures and functionality should be provided as part of the training of the CIIM team.

Acceptable Practices, Ethics, Warranty & Maintenance

The tender will maintain strict confidentiality while working on this project and conduct business in a professional manner. The tender must provide CIIM with a one-year warranty period after the final phase of the project when the site is approved by CIIM. During this one-year period, any repairs or “bug fixes” required will be made at the tender’s own cost.

The tender is also responsible for putting together a realistic budget projection for ongoing maintenance, separate from “bug fixes”, to update the site in a timely manner over a period of one year to ensure that the site is as current and relevant as possible at all times. The maintenance contract is non-transferable and preference will be given to those who do not outsource labour to a third-party developer.

Application Guidelines, Criteria and Available Budget

Based on the information above, tenders are asked to submit a proposal no later than **March 21st, 2016**. Earlier submissions are appreciated. Tenders are responsible for covering the costs of their proposal and will not be reimbursed for work hours expended.

The tender must demonstrate expertise and a history of success in meeting the service needs described in this RFP. Knowledge of programming patterns and development cycles as well as previous experience delivering websites on-time and on budget will be essential. Tenders who provide previous websites showcasing their design capabilities with 2-3 references will be given preference. Tenders considered for the contract may be interviewed in-person or by the phone.

The maximum allocated budget for this contract is \$50,000 (taxes included). The contract will be awarded based on both the quality of the application and the cost effectiveness of the budget projection.

Tenders can send their proposal electronically by the deadline date to our Project Coordinator, Ashley Manuel at ashley.manuel@acs-aec.ca.

Contact Information

Project Coordinator, Ashley Manuel: ashley.manuel@acs-aec.ca or 514-925-3096.

Our offices are located at:

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