

Request for Proposals | May 05, 2022

Ontario Vehicle Innovation Network (OVIN) – Website Updates



Deadline for submission of proposals: May 20, 2022

1. Organization Description

The Ontario Centre of Innovation (OCI), established in 1987, is a leading not-for-profit organization that works with industry, academia and government. OCI focuses on ensuring that the people of Ontario reap the personal and economic benefits of leading-edge research underway at our publicly funded universities, colleges and research hospitals - research that can be transformed into technologies and services that enhance quality of life and help build a globally competitive, job-creating economy in Ontario.

Specifically, OCI supports the commercialization of academic intellectual property (IP), industry-academic collaborations and the development and adoption of emerging technologies. This includes overseeing the execution of advanced technology platforms that will equip Ontario companies to compete in a competitive global digital economy.

We also support and invest in early-stage projects where the probability of commercial success and investment return on innovation are substantial. OCI's strong expertise in de-risking innovation helps attract private investors and other funders to new ventures, bolstering their success. We contribute as well to the development and retention of talent to ensure that industry has access to personnel with the most advanced skills and knowledge and that highly trained personnel find opportunities to apply their expertise in Ontario.

OCI leads the Ontario Vehicle Innovation Network (OVIN) initiative on behalf of the Government of Ontario. OVIN's mandate is to accelerate the development of the next generation of electric, connected, and autonomous vehicle and mobility technologies and lead the sector through significant change. OVIN transitioned from the success of its predecessor, the Autonomous Vehicle Innovation Network, which was established in 2017, carrying forward the successful elements of the program while taking on an expanded scope.

OVIN builds upon Ontario's position as a world-leading automotive manufacturing and supply jurisdiction in addition to the large cluster of information and communication technology companies operating in the province. Ontario's high-quality post-secondary institutions, first class talent, innovative small and medium sized enterprises and infrastructure to support entrepreneurship ensures that the province is uniquely positioned to capture the economic opportunity of the advanced automotive and smart mobility technology space and lead the global mobility transformation.

Through resources such as research and development (R&D) funding, talent development, technology acceleration, business and technical supports, and demonstration grounds, OVIN provides a competitive advantage to Ontario-based automotive and mobility companies – allowing Ontario to reinforce its position as a North American leader in transformative automotive technologies, as well as transportation and infrastructure systems.

OVIN is supported by the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT) and the Ontario Ministry of Transportation (MTO).

2. Objectives

With the official launch of OVIN in December 2021 brings the need to ensure the new brand is strong, while continuing to increase its reach and engage a variety of stakeholders with its ongoing work. Updates and modifications to the current website are required to continue to broaden partner and client engagement prospects, drive more traffic, raise awareness about the automotive technology and smart mobility innovation ecosystem in Ontario, and ensure the narrative of OVIN clearly demonstrates its value proposition.

The purpose of this request for proposal is to invite interested and qualified consultants and service providers to submit a proposal to update and optimize the OVIN website, which was recently revamped with the OVIN launch. The website updates include but are not limited to updating the content, appearance, layout and structure of the website, including the format for presenting pertinent information and resources. Optimization is required to the website's SEO, and to continue to enable visitors to easily access information, ensure navigation is intuitive and user-friendly. Updates are required to ensure the smooth incorporation of French translation of the newly developed content, and adequately linking to a new skills, talent and workforce development work stream and corresponding platform (ovin-navigator.ca). In addition, accessibility needs to be optimized, ensuring an equity, diversity and inclusion (EDI) lens is used across all pages of the site.

To support the future of the industry, and to strengthen and diversify the next generation talent pipeline and build capacity within all regions of Ontario, OVIN released a Talent Strategy & Roadmap and a Skills & Career Navigator in January 2022. This work is positioning Ontario's automotive and mobility sector for long-term success by outlining key objectives and initiatives to help achieve OVIN's 2030 vision for Ontario's automotive and mobility workforce: to have a highly skilled, adaptable, and diverse workforce in the sector, reinforced by a global-leading network that provides tailored and responsive initiatives that meet the workforce's evolving needs. To ensure Ontario stays at the forefront of transformation within the automotive and mobility sector, the province will need to be proactive in addressing the future talent needs of the sector. As the needs of Ontario's talent development landscape grow and evolve, some skills for current and future workers will remain the same, while others will change. New skillsets will be required to keep up with the sector's growth and transformation. OVIN's work on Skills, Talent, and Workforce Development is supporting Ontario's automotive and mobility sector in better accessing and developing talent with the right skills, in the right place, at the right time. This work needs to be showcased and more readily accessible through ovinhub.ca, so that our stakeholders and partners, as well as those who are interested in learning more about our objective and initiatives, can find a direct pathway through the website.

3. Key Components and Requirements

The Consultant will work with OVIN to obtain necessary items to complete the following:

- Fix the Connect "Button" menu to resemble the rest of the menu
- Create an alternate menu layout that is less cluttered, especially for the French layout
- Fix the broken search results layout
- Update to reflect change to "OVIN" from "AVIN" throughout (update the copy and logos in MailChimp account)

- Update OVIN’s Ecosystem Map - Consider use cases and determine if this has value being presented as a map vs other format.
- Overall maintenance and best practices for security
- After a purchase of WPEngine’s Smart Plugin Manager, configuration required of WPEngine’s Smart Plugin Manager
- Toggle of bilingual system across website
- Configure all English and French pages to be linked to one another
- Configure Language Toggle and Menu
- Conduct an accessibility audit, provide recommendations to enhance accessibility and conduct fixes as required.
- Replace outdated page builder (“Visual Composer”) with newer, Gutenberg-based page editing experience.
- Analytics audit – provide analytics report and identify opportunities to set up reports that map back to KPIs and goals.
- SEO audit, resulting in recommendations to improve SEO across the site.
- Overall layout updates – identify ways to better organize pages, i.e., collapse content to prevent such long scrolling pages.
- Creation of a dedicated Skills, Talent, and Workforce Development page showcasing upcoming events and event summaries, relevant news articles, thought pieces and blog posts, as well as videos highlighting the work we are doing
 - Recommendation for this to be added as its own drop-down section along the menu on the top of the website
 - This will also include a section for relevant Skills, Talent and Workforce Development updates (either from OVIN directly or relevant announcements from the Ministries and Province)
 - This page will include all relevant information from the Talent Strategy and Roadmap and an interactive version of the roadmap
 - An engagement platform for students & those in workforce. This could include but not limited to visibility to social media postings, questions, comments, suggestions, feedback forum etc..
- A direct link to the Skills and Career Navigator both on the OVIN home page and the newly added Skills, Talent & Workforce Development drop-down page

3.1 Project Management

As part of the project management activities, the Consultant will prepare for a kick-off meeting, develop a workplan with detailed timelines for all project deliverables and deliver a status and/or weekly update meeting for the OVIN team.

4. Summary of Deliverables

The deliverables for this scope are summarized in the below table:

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- ✓ Update to reflect change to “OVIN” from “AVIN” throughout (update the copy and logos in MailChimp account)
- ✓ Update OVIN’s Ecosystem Map – Consider use cases and determine if this has value being presented as a map vs other format.
- ✓ Overall maintenance and best practices for security
- ✓ After a purchase of WPEngine’s Smart Plugin Manager, configuration required of WPEngine’s Smart Plugin Manager
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5. Timeline

The following timeline must be considered when developing the project workplan as part of the Consultant's response to this RFP. The Consultant(s) must further identify the overall approach to the project, work details, and schedule to complete all the required project tasks detailed in Section 4 (Summary of Deliverables). It should be noted that the selected Consultant will work with the internal project team to finalize the work plan and confirm the timeline.

Deadline for submission of proposals	May 20, 2022
Decision by OCI	May 27, 2022
Project kick-off	May 30, 2022
Project closing	September 30, 2022

6. Bidding Requirements

- a. **Financial.** Daily rate for the project including any estimated expenses is to be provided.
- b. **Proposal.** Descriptions of the approach and methodology. Detailed timelines and deliverables are to be provided.
- c. **Collaborative Bids.** Consultants are welcome to submit collaborative bids in partnership with other vendors.
- d. **Service Level.** Delivery of milestones on time and of a quality acceptable to OCI.
- e. **Terms and Conditions.**
 - o Any information provided by OCI either in this RFP or in subsequent verbal or written communications shall be considered confidential and for express use in the preparation of this proposal.
 - o All proposals submitted become the property of OCI and are to be received and held in confidence.
 - o All data collected and all resulting reports and publications prepared by the successful bidder will be the exclusive property of OCI.
 - o This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of OCI.
 - o Any changes to scope of services and associated costs following execution of contract must be submitted in writing and are subject to approval by OCI.
 - o Travel and travel reimbursement are not authorized for this acquisition.
 - o The successful bidder will be paid upon submission of proper invoices to OCI at the prices stipulated on the contract.
 - o Invoices will contain the contract number and reference number.
- f. **Conflict of Interest.** Arms-Length relationship or disclosure of potential conflict of interest is required.
- g. **References.** A minimum of 3 references with details of work completed are to be provided.
- h. **Evaluation Criteria.** Proposals will be evaluated on the basis of:

Skills and Expertise (40%)

- o Understanding of the project objectives and context.

- Qualifications and expertise.
- Relevant experience and references in developing strategies/roadmaps for public sector clients, as well as in research, future forecasting, and/or data analysis, preferably in automotive, technology and mobility sectors and/or the future of work.

Methodology (50%)

- Proposed approach and methodology to the project.
- How well does the proposal address RFP requirements.
- Management and organization of the assignment.
- Commitment to assignment timelines, deadline, and overall terms and conditions.

Cost (10%)

- Submission Format.** Proposals are to be submitted in free form electronically in Word and PDF format. Please have proposals named as “Company Name Submission_OVINhub RFP_DD- MM-YYYY”. The receipt will be confirmed via e-mail.
- Contact.** Send proposals submissions and any questions and additional information requests to Alicia Pereira at Please note that any responses may be shared with all potential bidders.
- Bidding Process and Schedule.** The application deadline is **Friday May 20, 2022**. Short-listed candidates may be invited for an interview. Final selection is expected to be done by **Friday May 27, 2022**. We reserve the right not to award the contract to any of those submitting proposals, and we may seek further responses.