

# R19-18 Addendum 1

## The Ladysmith Heritage and Investment Attraction Mobile App

March 1, 2019

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This Addendum shall be read in conjunction with and considered as an integral part of the Request for Proposals. Respondents should acknowledge the addendum on Appendix B the Submission Form. The Addendum is as follows:

### Questions in black answers in purple

1. The RFP mentions “The Ladysmith Archives includes an extensive heritage inventory containing thousands of documents including: historic building profiles, pictures, maps, newspapers, letters and ledgers. The Society has also authored full length books containing pictures and narratives on the heritage profiles of town buildings, which can be directly incorporated into the app.”

- How will this Ladysmith Archives content be supplied?  
The Ladysmith Archives content will be supplied primarily through in-person visits to the Ladysmith Archives. Arrangements can potentially be made by having documents sent to the consultant following an initial exploration of the available content; however, the proponent will need to discuss this with Ladysmith Archives staff.
- Is this content physical documents or are digital formats available?  
Both. Some of the documents are in digital format; however, a large portion of the documents are only available in hard copy. This was one of the reasons we are embarking on this project- to supply this information in a readily accessible digital format.
- Is the purpose of the app to allow this content to be indexed and searchable based on the content within the documents, or searchable based on meta data assigned to categorize the documents?  
The purpose of the app is to take residents on a walking tour through Ladysmith to showcase the history and heritage of the town as well as introduce potential investment opportunities. We envision users of the app can access the data provided either during a walking tour or remotely at any location. How this data is searchable is a detail we can discuss during app development.
- What is the vision in terms of incorporating the full length books into the app? Is the intention to provide access to the entire contents of each book, or just subsets of the information, or links to the books if they exist elsewhere on the Internet, or perhaps to sell the books?  
We envision only portions of the books would be integrated in the app. The full length books are mentioned in the RFP to demonstrate that there is already extensive narrative completed on building profiles and heritage sites that can be directly incorporated into the app as the proponent sees fit.

2. The RFP mentions “This new platform will appeal to diverse users, including younger audiences, with ties back to the investment attraction website that is currently in development.”

- To what extent is the app meant to tie back to the investment attraction website? Would this be simple links to the website information, or is there a database of information on the website the app should communicate with via an API?

This will likely just be providing links to the website in a promotional format and potentially cross-referencing information that is provided on the website. The website has not been developed yet, it will likely be in development at the same time as this app. The successful proponent can communicate with the web developer and discuss the appropriate course of action.

3. The RFP mentions the app is to provide “Key areas of vacant commercial and industrial real estate.” What is the source of this information? Does this include MLS listings of commercial real estate for sale and/or commercial leasing opportunities? If so, where will this information originate and who manages this information?

We are currently in discussions to embed an interactive map to showcase vacant real estate on our current Economic Development Cowichan website, which would be managed by a third party. This can potentially populate the real estate information on the app, or we can discuss alternate options. An alternate approach may be incorporating more *general* information that relates to vacant lands and/or development opportunities that aren’t site specific but still links it back to appropriate contact information/resources to find out more details.

4. As the investment attraction content would not be relevant for visitors, would the app need to be segmented by audience?

Yes, when opening the app we envisioned there would be different options or “tours” provided. For example, a walking tour of the “Ladysmith Downtown History” and a different walking tour for the “Future of Ladysmith’s Waterfront” that could be oriented towards investment attraction.

5. The RFP mentions the app is to provide “*Ties to the Ladysmith Waterfront Area Plan and other relative plans.*” What is the vision for tying the app to the various plans? Are these references in the app with links to external website, or PDF documents or a database? What are some of the other plans that will be tied into this app?

The vision for tying the app to various plans is to frame the ideas that stem from these plans to portray what the *future* of Ladysmith looks like to attract investment.

References to the Ladysmith Economic Development Strategy and Official Community Plan should be incorporated into the app. Additional plans including the: Parks Recreation and Culture Master Plan and the Ladysmith Arts Strategy can also be considered in the app development but may not be necessary to directly incorporate in the app.

6. As business opportunities change, and businesses in the area come and go, who would be responsible for ensuring the information available on the app remains current and accurate? Who will be responsible for maintaining the app and updating content, in particular the investment attraction content that is likely to change more frequently?

The Ladysmith Chamber of Commerce will be taking ownership of the app going forward. It will be up to their discretion how they want to maintain and update the content provided on the app.

7. Will content be fed to the app from a database? If so, who will maintain and update that database and how will we get data from it? Is there an existing API?

There is not an existing API. If the successful proponent or the investment attraction website developer wants to create a database, the Ladysmith Chamber of Commerce will be responsible for maintaining and updating the data provided.

8. Who will be responsible for app maintenance such as security updates? Is there a budget for ongoing support / maintenance of the app beyond the initial \$20,000 budget?

The Town of Ladysmith will be responsible for budgeting for the ongoing support/maintenance of the app beyond the initial \$20,000 project budget. This is something the successful proponent will discuss with Town staff during the development of the app.

9. Is it necessary for the app to be developed as a native iOS or Android app? Would a wrapper that points to a location on the web also be considered an acceptable approach?

It is not entirely *necessary* for the app to be developed as a native iOS or Android app. The purpose of going to market with an RFP is to consider different approaches. If you think this is a viable alternative then by all means put it in your submission.

10. Would the map for the app need to be a live map (linked to GPS) such as Google maps? Would a static map also be acceptable? If a live map is preferred, the GPS data for waypoints will need to be provided.

A live map is most definitely preferred, particularly for walking tours.

11. Is Ladysmith open to utilizing a third party app / platform as opposed to creating their own app? Creating your own app will result in a large portion of your up-front budget going into infrastructure that you will subsequently have to manage. If you use a third-party platform then that will allocate more money for the content itself.

We are not opposed to utilizing a third party app/platform. In consideration to the project budget, we identified this as a feasible option.

12. Is a proprietary back-end content management system required? Again, building a proprietary CMS will eat up a large portion of the budget. An alternative would be for the partner to leverage their platform's CMS and to update content on the partner's behalf within a timeframe stipulated by the CMS.

No a proprietary back-end content management system is not required. Leveraging a partner's CMS to update content is a potential option to consider for this project.

13. Must "Linkages to the Ladysmith Investment Attraction Website" be an active "hotlink" URL or can display of the URL in plain text acceptable?

The linkages to the Ladysmith Investment Attraction Website can be in the form of a URL link that will allow app users to open up the website on their smart devices, it does not necessarily need to be an active "hotlink". However, there will likely be information provided on the app that is cross-referenced back to the website.

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