



February 17, 2015

REQUEST FOR PROPOSALS (RFP) 2014-2015

PROJECT: Redesign and development of the RPNAO Website
OWNER: The Registered Practical Nurses Association of Ontario
POSTING DATE: February 17, 2015
CLOSING DATE: March 20, 2015

PROPOSAL GUIDELINES AND REQUIREMENTS

The Registered Practical Nurses Association of Ontario is seeking SEALED PROPOSALS for the redesign and development of it's current website at www.rpnao.org. The new site must provide a clear and consistent message to website visitors, while meeting high standards for design quality and visual appeal. The RPNAO would like a more "User Friendly" way to manage website content while improving navigation, functionality, and access to information.

Proposal are due no later than 3PM on March 20, 2015; proposals received after this time will not be considered.

Submit a PDF by email to info@rpnao.org with the Subject: RFP Website and mail a hard copy of the RFP to the RPNAO.

The name of the candidate firm who has been selected will be decided on or about March 31st, 2015.

PROPOSALS AND QUESTIONS/INQUIRIES MUST BE SUBMITTED TO:

The Registered Practical Nurses Association of Ontario
5025 Orbitor Drive
Building 4, Suite 200
Mississauga, ON L4W 4Y5
(905)602-4664 ext. 222
Email: info@rpnao.org with the subject: RFP Website

All proposals shall be designed to portray to the RPNAO how the vendor can best achieve the scope of services required by the RPNAO. The vendor would be responsible for a new design, a content management platform, a hosted server environment, ongoing development support and maintenance, along with the integration of features such as mobile optimized options.

Please provide cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, migration and software acquisitions necessary for development, hosting and maintenance of the web site. It should also include the schedule of payments with critical milestone dates.

The price on the proposal should be inclusive and a detailed list of fees with a complete explanation of the nature of those fees must be provided.

GENERAL SCOPE OF SERVICES/VENDOR SERVICE CAPABILITIES

1. Design of top level pages.
2. Modern web design with long term use.
3. Design of the entire site in a manner consistent with top level pages.
4. Web based interface for the RPNAO staff to update easy and efficiently all web pages including top level pages and uploading of photos and videos.
5. Provide content migration from the existing site to the newly created site (includes Membership Portal, News & Media, Events, e-Shop, Nursing Practice and Education, Nursing Education Initiatives, etc.).
6. Integration of various social media sites to encourage users to interact through easy access to social media (Facebook, Twitter, You Tube, etc.).
7. Responsive web design (capable of being viewed on various screen sizes, i.e. mobile devices, tablets and desktops).
8. Google Search Engine Optimization and other search methods.
9. Responsive Design.

10. Different browsers compatibility.
11. Intuitive and consistent options for navigating site.
12. Include a community events calendar.
13. Capture email addresses submitted with consent for use in monthly newsletters.
14. Site maintenance.
15. Site hosting.
16. Weekly Analytics Reports - Site should provide implementation of web analytics to measure, collect, analyze and reporting of web data.
17. Education hosting capabilities.
18. Availability of technical support.

PROJECT PHASES

The project will consist of four phases:

Phase 1 - Gathering and Project Planning

Phase 2 - Concept and Design

Phase 3 - Development and Testing

Phase 4 - Implementation – Training and Maintenance

OWNERSHIP

RPNAO requires that any design ideas, concepts, source code, custom scripts and graphic elements provided as a result of this project become the property of RPNAO and may be used by the RPNAO at any time. Additionally, RPNAO may make subsequent change to the site at its discretion. All rights of ownership will reside with the RPNAO. Any copyrightable subject matter or works will be considered Works for Hire. RPNAO may add a copyright notice to its website if it so chooses. Upon completion, RPNAO webpages does not desire to name, identify or link to the vendor that developed it.

BID SUBMISSION FORM

Design and Development of The Registered Practical Nurses Association of Ontario (RPNAO) Website

The following SEALED Bid is submitted along with our Proposal for the design and development of a website for the RPNAO.

GATHERING & PROJECT PLANNING \$ _____

CONCEPTUAL DESIGN \$ _____

DEVELOPMENT & TESTING \$ _____

IMPLEMENTATION & TRAINING \$ _____

TOTAL BID AMOUNT \$ _____

ANNUAL HOSTING & MAINTENCE COSTS \$ _____

The RPNAO reserves the right to accept any or all bids, in whole or in part, and to waive irregularities in any bid in the interest of the RPNAO.

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____ PROV: _____

PHONE: _____ EMAIL: _____

SIGNATURE: _____ DATE: _____

PROPOSALS ARE DUE BY 3:00 PM ON March 20, 2015