



Request for Proposals for Website Redesign, Development, and Hosting

A. ORGANIZATION SUMMARY

Parkdale Community Health Centre (PCHC) is situated in a vibrant, multicultural, inner-city neighbourhood. We work with the community, in all its diversity, to address its health-related needs through the delivery of primary health care, health promotion and counseling services and community development and advocacy. We give priority to individuals and groups who traditionally encounter barriers to high quality health care services, including marginalized or vulnerable populations.

B. PURPOSE

PCHC is planning a significant redesign of its website in order to enhance and complement our programs and services. We are seeking an experienced consultant/web developer to lead the process of planning and implementing these upgrades in consultation with our staff and community partners. Our current web presence consists of the following site: <http://www.pchc.on.ca>

C. SCOPE OF WORK

PCHC requires a flexible, informative web site that is easy to maintain. PCHC will maintain ultimate editorial control of content.

The web site designed by the successful candidate must meet the following criteria:

- Improve the overall design of our existing site while emphasizing ease of navigation and accessibility.
- Add/expand content related to programs and services, volunteer and community engagement
- Include “barrier free” features e.g. ability to increase font size or view in different languages
- Incorporate selected Web 2.0 features which may include RSS feeds, blogs, calendars, maps, social networking features (i.e. Facebook, Twitter), and message boards.
- Incorporate a search box for users to find content within the website
- Facilitate an online donation module





- Include a portal for board members to store and access confidential documents
- Implement an affordable, flexible and intuitive Web Content Management System that will enable designated staff members to easily add and update content.

Phase 1: Clarify purpose and audience. Define key technical and design features.

For Phase 1, the key activities/deliverables we are expecting from the web developer are to:

- Consult with designated PCHC staff members in order to:
 - Clearly identify the guiding purpose, objectives and target audiences for the sites and major subsections.
 - Develop a practical and detailed plan for revising/expanding the existing content that is relevant to target audiences and supports organizational goals.
 - Incorporate the W3C Accessibility Guidelines.
 - Identify interactive (Web 2.0) features that would significantly increase our online impact and that are practical and relatively easy to monitor/maintain.
 - Identify opportunities to synergize content and link to other agencies/websites.
- Develop a site map that lays out the organization and navigation of our main site.
- Identify and document general system requirements, including design features/attributes, different levels of access, accessibility features and functionality to assist us in selecting a new Content Management System (CMS).
- Identify potential CMS and hosting providers that meet the organization's needs and budget.

Phase 2: Design and Implementation

For Phase 2, the key activities/deliverables we are expecting from the web developer are to:





- Finalize information architecture and functional specifications including accessibility features and interactive tools.
- Finalize design features, templates and graphics.
- Manage the development and implementation of new sites and CMS:
 - Design and code home page, menus, inside page templates, volunteer pages, forms, secure staff pages, etc.
 - Assist with the migration of existing content, where applicable.
- Provide initial training to selected staff members in the use of the new CMS.
- Identify key processes and resources (staff and funding) that need to be in place to successfully publish, promote and manage our web site on an ongoing basis.

D. SUBMISSION GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after the deadline will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Interested consultants may submit a proposal that clearly outlines:

- A proposed work plan and schedule for completing the above activities:
 - Phase 1 should be completed within 30 days.
 - Phase 2 should incorporate a testing period and opportunities for staff and community stakeholders to give feedback on the new structure and design.
- The proposed, itemized budget for each phase of the project. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase 1 and Phase 2.
- Your previous experience in planning and developing websites and Content Management Systems for community-based, non-profit organizations.
- A brief description of 2-3 Content Management Systems that you would short list for use by a medium sized non-profit organization with limited in-house technical resources.





- 2-3 client references and links to sites that you have designed/developed for community/not-for-profit organizations or associations.

Please submit your proposal no later than June 20th at 4:00pm (EST) to the attention of:

Website Designer Selection
Parkdale Community Health Centre
1229 Queen Street West
Toronto, ON M6K 1L2

You may also email a copy of your proposal to the following e-mail address: recruitment@pchc.on.ca. Any queries regarding the proposal can be directed to the same email address.

E. TIMELINES

This RFP is dated June 3, 2011. Proposals are due no later than June 20, 2011 at 4:00pm (EST).

- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about June 22 to June 24, 2011. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided by June 27, 2011.
- Negotiations will begin immediately with the successful candidate and should conclude no later than June 30, 2011.
- Phase I of the project must be completed and delivered by July 29, 2011.
- Web site live by September 30, 2011.

F. PROPOSAL EVALUATION

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.





- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

G. TERMS AND CONDITIONS OF THE RFP

- Any and all costs associated with responding to the RFP are solely the responsibility of the respondent.
- The response with the lowest cost, or in fact any response, will not necessarily be accepted.
- PCHC reserves the right to alter the dates or scope of work in this RFP or to cancel the RFP at any time without liability, cost or any penalty whatsoever.
- Any contractor (submitting a proposal) that is deemed to be in a conflict of interest whether potential or actual, may be disqualified.
- PCHC shall not be responsible for any misunderstanding on the part of the contractor concerning this RFP or its process.

