



Request for Proposals: Website Designer / Developer

Background, Purpose and Desired Outcome

1. BACKGROUND TO THE REGIONAL DIVERSITY ROUNDTABLE (RDR)

The Regional Diversity Roundtable is a network of organizations and institutions committed to building inclusion and diversity competence that results in the institutionalization of equity in their core values, structures, workforce, policies and services.

Vision: To promote respect and equity within organizations and institutions for an inclusive and harmonious community.

Mission: The Regional Diversity Roundtable is committed to being a leader in supporting organizations and institutions to be diverse and equitable in order to provide services that are fair, inclusive and culturally appropriate.

We encourage stakeholders to recognize, respect, and embrace each individual's diversity and believe that by working together we can move from the acknowledgment of diversity to the institutionalization of diversity in our respective core values, structures, workforce, procedures and guidelines enabling an environment that is supportive, accessible, and equitable in its practices.

We value

- Diversity
- Equity
- Inclusion
- Respect
- Social Justice

2. MEMBER DEMOGRAPHICS

The RDR currently has 35 member organizations that work within the Human Services sector in Peel:

- 58% of members belong to the non profit sector
- 36% of members belong to the public sector
- 1% of members are funders/ donors

The RDR also serves the needs of non-member organizations in the community. In 2011, over 80 organizations have accessed RDR diversity and equity resources.

53% of organizations familiar with the RDR suggested that an online inventory of tools and resources would be helpful when the RDR underwent a web redesign:

- 50% indicated downloadable templates would be useful

Members indicated the importance of the following information to be included on the Regional Diversity Roundtable web site:

- Communities of practice,
- Knowledge repository,
- Webinars,
- Exchange forum where peer reviews of resources can be facilitated

Summary

The Regional Diversity Roundtable is accepting proposals to design and develop the organization's web site. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing Regional Diversity Roundtable site was originally designed and produced in 2007 and modified slightly in 2010 (see screen print attached). The site is maintained with in-house resources.

3. PURPOSE OF THE RFP

The Regional Diversity Roundtable (of Peel) is seeking submissions from web designers and developers to redesign the Regional Diversity Roundtable website.

The purpose of this RFP is the redesign of the Regional Diversity Roundtable website to include functionalities for an **online Community of Practice**.

The Regional Diversity Roundtable currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission and initiatives of the Regional Diversity Roundtable with latest web functionality. One of the main goals of this project will be to create an interactive online Community of Practice that meets the needs of Human Service Professionals in Peel. Ideas range from creating profile pages, blog rolls and an online repository of resources. Upon completion of the development of the site, the Regional Diversity Roundtable will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the Regional Diversity Roundtable.

The successful candidate will be expected to work closely with the RDR Coordinator and members of the Community Engagement Working group to build, design and test the website.

4. DESCRIPTION

Create a flexible, interactive, informative web site that is easy to maintain. We expect to have a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to having a user-friendly site with an intuitive interface, we anticipate having a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code. The Regional Diversity Roundtable will maintain ultimate editorial control of content.

The website should be targeted to Human Services Professionals (front line workers, middle management and senior management) and other community members. Additional users will include: Individuals, Agencies, Municipalities, Consultants and Funders.

The website must be easy to maintain – both in terms of human effort and cost, and should integrate the functionality of social media tools and a separate members only section.

Key components that we are looking at in our web interface:

- Easy and intuitive
- Interactive
- Visually pleasing
- Informative – easy to add in resources
- Safe and secure
- Quick to load and operate

5. OBJECTIVE

Our primary objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides. Secondly, the Regional Diversity Roundtable would like to better meet the needs of Human Service Professionals by creating an online community of practice where information and resources can be shared, conversations encouraged and resources catalogued.

OUR VISION

- Maximize web-based and social media technologies
- Build RDR member loyalty and enhance community relationships
- Improve RDR program and service communication
- Create an interactive online community(ies) of practice(s)
- Track Analytics
- Administrative: House organizational administrative files

SPECIFIC STRATEGIES

- Increase awareness of the Regional Diversity Roundtable's mission and promote involvement through RDR initiatives
- Retain current members and gain new ones
- Strengthen relationships with community partners, funders, RDR members, program participants and staff
- Increase the impact of the RDR beyond the Peel Region
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Deliver a consistent image

In short we must tell our story through the use of compelling visuals, intuitive navigation and concise messaging.

6. TIMELINE

This RFP is dated March 15, 2011. Proposals are due no later than 5:00pm EST, Friday, March 25th, 2011.

Proposals will be evaluated immediately thereafter. If necessary, interviews will be held the

week of March 28th, 2011 to March 31st, 2011.

Negotiations will begin immediately with the successful candidate and should conclude no later than March 31st, 2011

Phase I of the project must be completed and delivered by May 31, 2011.

Phase II of the project must be completed by – by July 1st, 2011

7. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, development, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting Plan: Will be decided based on Phase 1 outcome and the consultant's recommendation.

8. PROJECT SPECIFICATIONS

The scope of this project is to update the existing Regional Diversity Roundtable web site. The Regional Diversity Roundtable will create/provide the site map of the existing site and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

DISCOVERY

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

DESIGN

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

DEVELOPMENTAL GUIDELINES

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

- Create a content management system that will permit non-technical Regional Diversity Roundtable staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by the Regional Diversity Roundtable, the site will be maintained by the Regional Diversity Roundtable with occasional maintenance from the successful firm if needed.
- Convert substantial amounts of existing content to new website.
- Visually Appealing – The site must have an attractive mix of text and graphics, leaning more towards the use of graphics.

- Common Theme – Each section of the site should have a common look and feel. The Regional Diversity Roundtable logo and colour scheme should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- Development of web pages to accommodate the proposed navigation scheme.
- Automated job posting feature
- A members only section with a message board
- Include Member profile pages
- Include A rolling blog section
- Include an event’s calendar
- ListServ capabilities / Ability to incorporate existing listServ program
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the Regional Diversity Roundtable to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected Regional Diversity Roundtable person.
- Project Management – An assigned project manager will be made available to present information and coordinate with Regional Diversity Roundtable Coordinator and Community Engagement Working Group, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the Regional Diversity Roundtable, the web site design and all of its contents, software and architecture become property of the Regional Diversity Roundtable

9. SITE SPECIFICATIONS

The Regional Diversity Roundtable encourages creativity in the proposals submitted. In addition your proposal must account for all of these requirements.

- Site must be compatible with IE, Mozilla and Netscape browser versions 7.0 and higher and Fire Fox 3.6.
- Web site must not require plug-ins as a default.
- AODA accessible – The website must meet the requirements of the proposed Accessibility Standard for Information and Communications
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer (using a 56K modem).
- Ability to automatically plug into social media technology such as a live twitter feed or a direct link to a LinkedIn group

10. TESTING

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups with Regional Diversity Roundtable Community Engagement members, etc.).

11. DELIVERY

Delivery and uploading of site to client for internal hosting, to an outside third party, or by appropriate hosting platform (to be determined).

12. TRACKING

Ability to produce user defined site log reports to better understand and measure web visitor behavior and improve web site performance and availability. Web traffic analysis

- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

13. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use much of our existing web content. New content will be provided during Phase 1 and Phase II
- There is an existing ListServ / Content Management program, Campaign Monitor, that will to be imported or connected to the new site
- There are existing social technologies that will need to be connected to the new site:
 - Twitter
 - LinkedIn
 - Library Thing
 - Vimeo
 - Flickr
 - eventbrite

14. STAFF RESOURCES

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead: Responsible for sign-off on key decisions and providing project steering: Ranjana Mitra, Regional Diversity Roundtable Community Engagement Working Group Chair

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between other team members – Regional Diversity Roundtable Coordinator, Marisa Fortune

Other team members and content stakeholders will include:

Regional Diversity Roundtable Community Engagement Working Group

15. QUALIFICATIONS

- List the three web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.

- Provide reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- Provide a company profile, length of time in business and core competencies.
- What type of team will be assigned to this project? What will each person's role be?
Please include a brief background summary for each key staff member assigned to this project.
- Please discuss your testing and support plan
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

16. TERMS AND CONDITIONS

The following criteria will form the basis upon which the Regional Diversity Roundtable will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 5:00pm/noon EST, Friday March 18th, 2011. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service (fee for project) format.

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. As a non-profit organization, the Regional Diversity Roundtable is able to accept pro bono service and recognize the provider to the full extent, including naming the proposer within the web site as a Regional Diversity Roundtable supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

17. APPLICATION GUIDELINES

Please use the following as a guideline to format your proposal:

LENGTH AND SIZE

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

TITLE PAGE

Regional Diversity Roundtable Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

COVER LETTER

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

PROPOSAL

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3- 10 pages).

QUALIFICATIONS

Provide the information requested in Section 12 (10-20 pages).

BUDGET AND FEES

List budgets as requested above. Identify staff you anticipate working on the project

ATTACHMENTS

Hosting options/information:

- Do you provide hosting? If so, please provide answers to the following questions.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support
- Please describe your security
- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Pricing, terms and conditions
-

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.



Regional Diversity Roundtable

[HOME](#)
[ABOUT US](#)
[WHAT WE DO](#)
[RESOURCES](#)
[CONTACT US](#)

The Regional Diversity Roundtable (of Peel) is a network of organizations and institutions committed to building inclusion and diversity competence that results in the institutionalization of equity in their core values, structures, workforce, policies and services.

Tuesday March 8th, 2011 is International Women's Day



The theme for International Women's Day and Week 2011 – Girls' Rights Matter / Les droits des filles comptent – focuses on the importance of equality and access to opportunity for all girls and women throughout their lives. This theme encourages us to reflect on the situation of girls in Canada, and to look beyond women's relative privilege domestically, to the international context. This theme also connects to the United Nations theme for International Women's Day 2011: Equal access to education, training and science and technology: Pathway to decent work for women. A girl who enjoys equality has a greater likelihood of being self-confident and aware of her own potential, and of being empowered to access the education, training and career opportunities that will contribute to her success in life.

[RDR TOUGH QUESTIONS SAFE - CLICK AND REGISTER](#)

TEXT SIZE
+ - = 100%

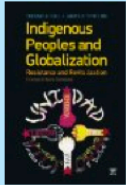
TWITTER
tomorrow- Toby's Act, Ontario Human Rights amendment to include #genderidentity #trans queens park 1pm
Posted: 42 weeks 3 days ago
[Follow us on twitter](#)

FLICKR PHOTOS


NEWSLETTER AND UPDATES
Name:

A Glance into the RDR Library







Powered by LibraryThing

To view resources from the Diversity Works!Creating Inclusive and Equitable Workplaces workshop visit the resource section of our website.

NEWS



Harper kicks in \$20M to help young people
Pathways to Education Receives Federal Backing
[read more >](#)

EVENTS



Best and Promising Practices in Ethno-Cultural Peer Outreach and Chronic Disease Management
Diabetes Education Community Network of East Toronto

RESOURCES



Key Factors for Effective Collaboration - Presentation to the Regional Diversity Roundtable
RDR monthly Learning Component

Screen shot of existing Regional Diversity Roundtable Web Site (www.regionaldiversityroundtable.org):

If necessary, interviews will be held between **March 28th and March 31st 2011.**

*All submissions must be in electronic form; either PDF or Word format, and sent to rdr@regionaldiversityroundtable.org with the subject line: **Proposal: RDR Web Designer/Developer**

For Additional Information, please contact:

Marisa Fortune
Coordinator
Regional Diversity Roundtable
(905) 457.7288 ext 266
marisa@regionaldiversityroundtable.org
www.regionaldiversityroundtable.org

Available online at <http://www.regionaldiversityroundtable.org/?q=jobs>
Thank you for your application. We will contact short-listed candidates only.