



## REQUEST FOR PROPOSAL

WEBSITE DESIGN, DEVELOPMENT & HOSTING SERVICES FOR  
SOUTH ESSEX COMMUNITY COUNCIL



### ABOUT SECC

South Essex Community Council has been serving the communities of South Essex since 1973. It is governed by a Board of Directors and is a registered, non-profit, charitable organization whose mission is: "Helping people. Improving lives."

SECC provides services for Individuals 55+, Persons with Disabilities, Newcomers to Canada, Job Seekers, Employers, and Children & Youth. We also provide Community Information and Income Support Services.

SECC is looking to further explore digital options to enhance service delivery including online appointment scheduling, transit bookings, and invoicing system as well as better engage with our volunteers.

### PROPOSAL SUBMISSION

Firms wishing to submit proposals have the option of scheduling a meeting with key staff to ask questions and better understand our vision for a new website. Proposals should be made no later than 5pm, August 26<sup>th</sup> by submitting two copies of the proposal and any company brochures, pamphlets and/or materials indicating the firm's qualifications to:

**South Essex Community Council**  
**215 Talbot Street East**  
**Leamington, ON N8H 3X5**

**Attn: Website RFP**

Questions concerning this RFP may be directed to Deb Daher at 519-326-8629 or by email at: [ddaher@secc.on.ca](mailto:ddaher@secc.on.ca)

## BACKGROUND

The current website was created approximately 10 years ago. It consists of approximately 77 pages. SECC will provide all content as Microsoft Word files.

## SCOPE OF SERVICES

The chosen company upholds values of transparency, inclusivity, and community engagement. The new website should reflect SECC's commitment to serving diverse populations with respect and empathy, ensuring accessibility for all users. The development process should be collaborative, with a focus on understanding and meeting the needs of SECC's clients and stakeholders. Additionally, the company must prioritize data security and privacy, maintaining the highest standards of integrity and trustworthiness throughout the project.

### **South Essex Community Council is requesting proposals for services related to the SECC website:**

1. Modern and clean design of the site;
2. Implementation of an infrastructure that allows SECC departments to maintain their specific information in a common framework;
3. Hosting of the website

The current SECC website is hosted by Cowlick Studios, with Cowlick maintaining the backend, while SECC's Marketing and Communications Department staff make minor content and design changes using WordPress. The intention is to maintain the current site and redirect to the new site as it is made available.

### **The finished product should accomplish the following:**

- Provide the general public, stakeholders and partners with information about SECC and the services it provides.
- Have a consistent look and feel to all pages adhering to SECC's brand guidelines (fonts, graphics and colour schemes).
- Load rapidly and provide easy navigation between pages.
- Backend ease of use for non-technical staff to update events and job postings.
- Contain links to other related websites.
- Be registered with the major search engines to ensure the website is listed.
- Be Search Engine Optimized so the website can be found when Internet users search for the website using keyword phrases.
- Has the ability to host online payments for donations and email newsletter capabilities.
- Use a Content Management System capable of being maintained and updated by SECC staff; allow SECC staff to upload images and place into website pages if needed.

- Appointment scheduler that allows clients to book meetings with staff and allows staff the ability to make changes to appointments and list types of appointments that can be booked.
- Forms for members of the public to convey comments, suggestions or questions to SECC staff
- An event calendar system that allows each department to add content
- Option for creation and maintenance of a blog.
- Ability of the website to allow visitors to sign up for email newsletters, using opt-in and opt-out procedures.
- Any other additional features that you feel would benefit SECC

## WEBSITE DESIGN

The website should have a modern, clean design that utilizes the new SECC logo and colour scheme to be compatible with the marketing materials currently being developed and used. The new website should use several main navigation links or graphics, with drop-down lists or sub-pages so the user can easily navigate to any website page within the website. It should be user-friendly and use simple, plain language.

## SPECIAL FEATURES

The website should include several special features to enhance usability and engagement. These features include language accessibility to cater to a diverse audience, a job board specifically for employment services, and an interactive appointment calendar for client meetings. Additionally, there should be an events calendar to highlight upcoming activities, and the logos of funders must be prominently displayed on the homepage. The site should also feature prominent donation popups to encourage contributions and an accessible "Contact Us" page for visitors to send comments, questions, and information to various departments.

**The following websites are considered good examples of what SECC is expecting:**

[National Geographic](#)

[Charity Village](#)

[Amnesty](#)

[Water Mission](#)

[Ronald McDonald House](#)

[United Nations](#)

## WEBSITE SEARCH

There should be a search box so that visitors can enter keywords and phrases and see a results page with links to pages within the website that matches the keywords entered in the search box.

## PROPOSAL PREPERATION

Firms submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal.

## PROPOSAL CONTENT

### **Proposals should include:**

- Contact information for the respondent.
- Description of methodology to be utilized including discovery, design, quality assurance testing and implementation.
- Description of the proposed process for website design.
- Accessibility features of the proposed website.
- Description of infrastructure, utilities and tools proposed for web page creation and maintenance.
- Proposed phases or steps in implementing the website design, infrastructure and hosting.
- Description of ongoing support provisions.
- Proposed budget and estimated timelines.
- List of 3-5 similar websites created in the last three years with the web address and contact person to act as a reference.
- Fees for any additional services not covered in the RFP including hosting costs.

## PROPOSAL EVALUATION

Proposals will be evaluated based on previous experience creating similar websites, quality of previous work, time to completion and price. Not all proposals may be accepted, and decisions may not be made based on price or lowest bid.

A decision by our board will be made end of September.