



Request for Proposal

Website Redesign Rebuild

ISSUED DATE: MONDAY, JULY 19, 2021

SUBMISSION DEADLINE: **MONDAY, AUGUST 9, 2021 AT 9:00AM PST**

All dates and times are stated in Pacific Standard Time (PST).

All currency references are in Canadian Dollars (CAD\$) and are inclusive of all applicable taxes.

RFP COORDINATOR:
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1 Request for Proposal (RFP)

The **Parent Support Services Society of BC (PSS)** invites qualified agencies and organisations to respond to this Request for Proposal (RFP). The focus of the RFP is to select a single organization to facilitate a **review, redesign and rebuild of the PSS website, to be fully completed, tested and launched no later than November 30, 2021.**

2 Timeline

	Day	Date	Time (PST)
RFP Issued	Monday	July 19, 2021	12.00 pm
RFP Submission Deadline	Monday	August 9, 2021	9.00 am
Interview notification by	Friday	August 13, 2021	3.00 pm
Interviews (on site or remotely)	Tuesday	August 24, 2021	11.30am – 5.30pm
Notice of Award by	Friday	September 3, 2021	12.00 pm
Project commencement	On, or ASAP after, Tuesday, September 7, 2021		
Website deployment / Go Live date	Monday	November 15, 2021	7:00 am
Project completion	Tuesday	November 30, 2021	5.00 pm
Questions marked: 'Questions for PSS Website RFP'	info@koja-consulting.com		
Questions due on or before	Tuesday	August 3, 2021	12.00 pm
Answers will be provided by	Tuesday	August 3, 2021	5.00 pm

3 Introduction to PSS

Parent Support Services Society of BC is a provincial charitable organization founded in 1974 and incorporated as a Society January 22nd, 1976 as “British Columbia Parents In Crisis Society”. The name changed officially to Parent Support Services Society of BC on June 06, 2001.

Parent Support Services Society of BC (“PSS”) works to protect the safety and well-being of children and promotes the health of all families by partnering with those in a parenting role and their communities to build self-help parenting support circles, advocacy, education, research, resources and operates a Kinship Care/GRG Support Line.

The PSS team also manages a volunteer network of 250 people all across British Columbia providing up to 9,500 hours annually of their time.

See [About Us](#) for more details.

4 Overview of Current PSS Website

PSS’s [current website](#) was launched in 2016 and is built using WordPress. The site met the needs of the organization at that time, but now the theme is out of date and several plugins and website functionality are unstable.

Additional desired functionality cannot be added to the current site due to the out-of-date theme and instability.

In 2019 there were over 57,000 pageviews on the current site, which dropped to 23,500 in 2020.

The current website is hosted by a third party.

5 Selection Criteria

PSS will use multiple criteria to select the most appropriate partner for short-list / interview.

Respondents must respond to all elements of the proposal. The following list summarizes the major qualitative areas that will be evaluated:

- Demonstrated Industry expertise and experience
- Personnel availability
- Guaranteed capacity to complete the project on or before November 30, 2021
- Vendor stability
- Reporting capabilities
- Financial considerations
- Responding to all relevant sections of this RFP

6 Response Contents and Format

Please complete all relevant sections of the RFP. If additional material is required for one or more questions, please label attachments clearly and reference them in your response. Your response to this RFP will serve as the basis for the consideration of your potential as a partner.

Proposals are to be submitted in PDF format by email to the contact person noted in Section 8.

No phone calls, site visits (beyond scheduled interviews, as noted in the *Timeline* table above) accepted.

Any and all questions and communication are to be handled via email c/- the contact person and contact details noted in Section 8.

Acknowledgement that your proposal has been received will be sent, via return email, no later than 10.00am, Monday August 9, 2021. If you do not receive acknowledgement, please resubmit to mifada@koja-consulting.com by 5pm on the same day.

7 Clarification Questions

Any clarification questions regarding the RFP are to be submitted, using the subject heading '**Questions for PSS Website RFP**', on or before Tuesday, August 3, 2021 by 12pm to the person identified in Section 8. Answers will be provided by 5.00pm on Tuesday, August 3, 2021.

8 Communications regarding this RFP

The Executive Director has the authority to make decisions with, and on behalf of, the Board of Directors. Budgets and large expenditures require the prior approval of the Board. The website redesign and rebuild project has been approved by the Board.

The Executive Director, with the support of the Project Manager, is the designated PSS representative for this initiative. For any information relative to this RFP, please direct all inquiries to the Project Manager:

Mel Ifada
KOJA Consulting
info@koja-consulting.com

No phone calls, site visits (beyond scheduled interviews, as noted in the *Timeline* table above) accepted.

For this project, a Project Manager has been engaged to act as the primary liaison with the selected proponent.

9 Response Delivery Instructions

Please submit an electronic copy of your proposal in PDF format to the email address indicated in the *Communications* section above. All responses must be received on or before 9:00 am PST on the *RFP Submission Deadline* date indicated in the *Timeline* table above.

No phone calls, site visits accepted nor proposal hard copy delivery.

10 Information Requirements

For the purposes of understanding more about your company and your ability to successfully fulfill this important PSS requirement, please provide the information below as part of your response, clearly referencing each specific question.

10.1 Corporate Information

1. Give a brief overview of your organization's experience in providing website redesign / rebuild services in the marketplace. Highlight any previous relationships with non-profits.
2. How long has the organization been in this business?
3. Indicate the number of employees in your organization. How many of those are dedicated to account management and/or technical support? How many are employees vs. contract?
4. What differentiates your organization from your competitors in the marketplace and how will this be relevant to us?
5. Will you or might you subcontract any components of the proposed solution to third party organizations? If so, please describe the components that may be subcontracted and provide details of any agreement in place with the subcontracted firm/individuals as well as a summary of past work that you have successfully completed together.
6. Please describe your organization's experience in collaborating with clients to redesign their website, including testing and launch.
7. Please provide contact details of a minimum of two and a maximum of four current customer accounts that are similar in scope and requirements to those of PSS.

10.2 Proposed Approach and Solution

1. Please provide a proposed work plan for the scope of this project:
 - a. Key activities
 - b. Timing (Note: project must ideally be completed on or before November 30, 2021)
 - c. Information/resource requirements from PSS
 - d. Deliverables, including but not limited to:
 - i. Storyboard design options and iterations
 - ii. Search engine optimization
 - iii. Security / integration with third party platforms (eg. Social media, portals, etc)
 - iv. Adherence to branding standards
 - v. 'Cheat sheets' to enable basic in-house updates to pages and site
 - e. Key milestones, checkpoints, and other decision points
2. What PSS resources would you require (e.g., information, data, staff resources, communication) during the course of the redesign / rebuild / testing and/or on an ongoing basis post-launch.
3. If applicable, please identify the team that will be assigned to the account and describe how you plan to interact with us and any third-party providers that may provide services to PSS.
4. Please describe, in 500 words or less, your experience in providing the following value-added services, such as:
 - a. Solution design
 - b. Procurement management
 - c. Warranty
 - d. Technical support, including remote user support
 - e. Reporting and communication
5. Please describe, in 300 words or less, your experience in providing website redesign and rebuild services for your customers, focusing on planning, implementation, and ongoing support. Highlight any previous relationships with non-profits.

10.2.1 Features of interest for inclusion

- Uses a mobile-friendly and responsive platform that is accessible and easy to use
- A simplified navigation system
- A flexible homepage that helps to send visitors to the right place and provides greater flexibility for modifications when needed
- Accommodates low-bandwidth environments
- Allows seamless integration with mobile devices, apps, blogs, social media tools and video
- Provides state of the art security and encryption features, including secure channel for contacting PSS for enquiries, job applications, feedback, etc.
- Version control system for development/staging and live sites
- A smart search engine that is user friendly, scalable and functional
- Simplification of presentation of site content
- Testing before deployment of the new website

10.2.2 Additional Details: Design and Infrastructure Requirements

PSS's new website must be robust, intelligent, engaging, and user-friendly.

Accessibility: Provide recommendations to ensure the site is inclusive and accessible.

Social Media Integration: Dynamic linkages between PSS's website and its presence in social media platforms are vital. The new website should enable feeds from at least three platforms (Facebook, Twitter, Instagram and YouTube) into the website.

Look and Visual Appeal: A mock-up or model sites may be provided, based on the content structure/information architecture and requirements provided by PSS.

Navigation: A responsive schema of primary menus with a smaller number of secondary menu items would be necessary.

Ease of Administration & Maintenance: The delivered system should enable easy content and structure updates (including menus and sub-menus) by PSS editors without dependency or need for backend re-coding. (For example: hierarchical layout and grouping on <https://www.parentsupportbc.ca/staffs/> should be fully manageable by the PSS editor.) Rollback on accidental updates should also be available. The system should have the capabilities to report dead or broken links or conflicting links. Some considerations are:

- Use of a sustainable platform that is easily upgradable
- No hardcoding
- Use out-of-the-box features; Minimize customization; Any customization will require approval from PSS
- Documentation (design, operation, users /editors/admin instruction), stylesheet structure and codes should be delivered to PSS at completion
- Ability to adapt to growing technological changes, easy to update/change, if necessary, e.g. WPBakery was relevant when it was used but is now outdated.

Security, Performance and Availability of Site: Necessary security controls must be configured to protect PSS website from being hacked/hijacked/defaced to prevent loss of information and to ensure high availability of services. Robust and automated backup and disaster recovery are essential and mandatory. Webpages should load rapidly and securely. System should be able to detect type of device and bandwidth availability and render the corresponding version to ensure rapid page loading and rendering.

Bandwidth and Device Responsiveness: Webserver should be able to detect bandwidth and device and render webpages to maximise responsiveness and performance of page rendering. In consideration that many of PSS's stakeholders experience connectivity challenges, the new website will have to be accessible in low-bandwidth environments. The system should have the capabilities to detect bandwidth availability and be device & browser agnostic.

Analytics: All pages, for example, should have tracking code in the header to enable analytics. Monthly analytics reports should be generatable by PSS, including data on any broken links, failed search, etc.

10.3 Support

1. Describe fully your technical support options including the assistance request process, escalation process, support hours, response times, staffing levels, staff expertise, and physical location of the help desk.
2. Please provide details on your standard reporting capabilities.
3. To enable basic ongoing updates to the website, what options are available for user training and technical training that may be required by our staff in relation to this project?
4. If applicable, how do you monitor customer satisfaction and quality assurance on an ongoing basis and how might we benefit from this process?

10.4 Financials and Budget

1. Describe the pricing model(s) that you typically employ for your standard services.
2. If applicable, please indicate the charges associated with each of the following services, including the key driver of each cost and whether it is included in the project cost vs. charged on an ad hoc basis.
 - a. Site backup
 - b. Procurement management (if applicable)
 - c. Warranty period and limitations
 - d. Technical support
 - e. Reporting and communication
3. Do you offer service bundles and, if so, describe the effect of this bundling on pricing?
4. Please provide a proposed budget/estimate for identified scope and any optional or possible additional services. Please include a proposed payment schedule.
5. Please also include pricing in your proposal regarding technical support expenses for up to 12 months of support following the 'Go Live' date. This expense will be considered in addition to the budget for the design and development components above.

11 Project Budget

A pre-approved budget for redesign / rebuild services outlined in this RFP is between CAD\$8,000- CAD\$13,000 (inclusive of all applicable taxes).

Additional relevant expenses required to complete this project, such as theme and plugin purchases and hosting, is included in a separate (additional) pre-approved budget allocation not disclosed in this RFP.

A budget has been allocated for specialized consultants to facilitate, for example, a legal review of certain content and is included in a separate (additional) pre-approved budget allocation not disclosed in this RFP.

12 Vendor Interviews

Our intention is to hold *Interviews* on the date indicated in the *Timeline* table above. The Interview meeting(s) will be held either at PSS's head office located at 204-5623 Imperial Street, Burnaby, BC V5J 1G1 or remotely via Zoom. We will endeavour to provide the successful, short-listed, firms with as much advance notice as possible regarding interview time, on or before Friday, August 13, 2021 by 3.00pm.

13 General Terms and Conditions

13.1 No Obligation

The submission of a proposal shall not in any manner oblige PSS to enter into a contract or to be responsible for the costs incurred by your organization in responding to this request.

13.2 Ownership of Proposals

All Proposals become the property of PSS. PSS agrees to treat all Proposals as confidential and agrees to use the Proposals only for purposes related to this RFP process.

13.3 Agreement of Non-Disclosure

This document is considered to be proprietary and shall not be disclosed to any other party. It is designed, developed and submitted to potential partners of PSS solely for the benefit of PSS.

13.4 Conflict of Interest

Proposers must identify any real or potential conflict of interest that may exist in connection to this RFP and/or any subsequent agreements. A conflict of interest is any situation or relationship that gives the Proposer a real or perceived unfair advantage or any situation or relationship that is not in keeping with the Proposer's own conflict of interest standards. Any non-disclosure of any potential conflicts of interest may be sufficient cause to disqualify the Proposal or terminate/cancel any subsequent agreements.

13.5 Irrevocable Offer

Proposals constitute a valid and irrevocable offer which is open for acceptance by PSS for a period of 60 days following the Closing Date of Monday, August 9, 2021.

13.6 Compensation

No Proposer shall have any claim for any compensation of any kind whatsoever as a result of participating in this RFP, and by submitting a Proposal, each Proponent shall be deemed to have agreed that it has no claim.

13.7 Responsible Proposer

For PSS, a responsible proposer means:

- Does not discriminate and does not do business with others who discriminate on the basis of race, color, ethnicity, sex, gender, etc.
- Takes steps to safeguards all those it comes in contact with from any form of sexual abuse, harassment and discrimination.
- Complies with all applicable laws and regulations
- Will make no reference to PSS in any literature, promotional material, etc. without the express written consent of PSS.
- Has the necessary experience, resources (people/staff/sub-contractors, financial and equipment and facilities) and technical skills to complete the Scope of Work

13.8 Use of PSS Logo

Proposers may use PSS’s logo only for the preparation of their Proposal for this RFP. The Proposers are not permitted to use PSS’s logo for any other purpose without written consent from PSS.

14 Contract Term

PSS will negotiate contract terms and selection. All contracts are subject to review by PSS and a project will be awarded upon signing of a contract which outlines terms, scope, budget and other necessary details.

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