



Strathcona
Community Centre Association
Serving Vancouver's Oldest Neighbourhood

601 Keefer Street
Vancouver BC V6A 3V8
Phone: 604-713-1838
Fax: 604-713-1848

REQUEST FOR PROPOSAL **September 25th, 2018**

Website Development & Organizational Branding

Overview:

Strathcona Community Centre Association is a registered Canadian charity; we are a multi-service centre that provides city standard recreation, social and community outreach services with an emphasis on health promotion to residents of the Strathcona neighbourhood and the DTES.

Strathcona Community Centre Association is seeking to develop our website to provide a more consistent, informative and engaging experience for its visitors.

Project Scope:

The websites, including design and content, will undergo significant redesign and reorganization. The design should be visually appealing, engaging, in plain language, have a unified look and feel, and provide easy navigation throughout. We also seek to use the website as way to actively inform clients, our community and agency partners about the scope of the work done at SCCA. It should provide a friendly environment which emphasizes access to the general public, funders, service providers and all staff.

SCCA is seeking a contractor who can who can deliver the following:

1. Modified organization logos, to ensure consistency and reflective of the organization's vision.
2. Detailed brand package including fonts, brand assets, other graphic elements and colour palettes for a host of collateral materials.
3. Branding package standards and usage guide to increase brand awareness and uniformity.
4. Lead, oversee and create content for various distribution channels recognizing the distinct needs of each.
5. Facilitate content management, ensuring style, design consistency and make the sites more user-friendly.

Functional Requirements:

- For ease of use, the website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- Engage website visitors and encourage them to take action (e.g. refer, attend, join, donate, volunteer)
- Allow for interactivity. Include email response, surveys, feedback, online forms, online payments and access to various calendars. The designer must incorporate the ability for users to complete interactive online forms for such tasks as membership, donations and volunteering.
- Content Management System (CMS) – ability for non-technical staff to add/delete content from the site.
- Responsive design that runs on any device and any browser.
- Use Google Analytics plug in.
- Social media integration (e.g. Tweets, Facebook posts, smart infographics, and other marketing communication products).
- Attachment integration (e.g. pdf, jpeg, etc).
- Event calendar for community/ client events.
- Capacity for participants to complete online registration for workshops/groups.
- Ability to extract online registration data in a user friendly file (e.g. xls, cvs, etc).
- Revision control, if not provided by CMS.



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- Design, slicing, and input into CMS .
- Successful candidate will provide SCCA with all source files, including PSDs, etc as they are created/approved.
- With the exception of plugins, themes, and other integrations within the CMS, integration with non-website systems is out of scope .
- A user acceptance testing period of 30 days, with revisions must be included .
- Any costs for stock graphics must be included in from quote.
- Provide the ability to conduct secure financial transactions online.
- Optimized for mobile and smart phone use.

Project Duration:

It is expected that this rebranding and website project will be completed within 10 weeks of contracting with Strathcona Community Centre Association (SCCA). The target for an initial launch of the website and new visual identity is December 1, 2018.

Proposal Guidelines and Requirements:

Proposals must include the following:

- Firm/ Contractor profile, including core competencies
- Describe in detail your approach and process for brand and website development
- Summary of branding experience and website experience
- Proposed approach, work plan and timeline
- Provide a detailed fee proposal which outlines the specific activities that will be performed during the brand process
- List of references that have used your professional services for a similar project
- Examples of previous design work
- Options for training / knowledge transfer
- On-going support

The successful company will work closely with a SCCA representative in the design and development of the new site.

SUBMISSION DEADLINE: 12:00 noon on Friday, October 5, 2018

How to Apply

Please submit your proposal to:
The Hiring Committee – RFP – Website Development
601 Keefer St, Vancouver BC, V6A 3V8

Or by email at: Holly Alyea – holly.alyea@gmail.com or Jeremy Quan - Jeremy.Quan@vancouver.ca
Please ensure to state “RFP – Website Development” in the subject line of your email.No faxes, phone calls, or requests to meet please.

We would like to thank all those that apply but only those selected for an interview will be contacted.