



Request for Proposals: Website Redesign & Redevelopment

Deadline: April 8, 2024

Submit email proposals to:

Jeremy Shier
Manager of Administrative Services
jeremy.shier@vancouver.ca

Cyn Williams
Communications Assistant
cyn.williams@vancouver.ca

Project Overview

Britannia Community Services Centre Society is seeking a team for the redesign and redevelopment of our main website (britanniacentre.org). This comprehensive team should include expertise in project management, digital marketing, graphic design, content development, and website maintenance. The new website must be user friendly, dynamic and interactive, responsive, and be an accurate reflection of the character and feel of Britannia. The new website must be based in WordPress and be complete with efficient tools for staff members to use during the day-to-day maintenance and updates of the site. Key features are listed on page 3.

Budget: \$50,000

About Britannia

Britannia Community Services Centre Society originated out of 1970s cooperative community action. Local citizens and various civic agencies created the organization in 1974 to coordinate and integrate a wide range of human services to meet the interests and needs of residents. The Centre had its official opening in June of 1976. Our facilities include a pool, ice rink, fitness centre, boxing room, gymnasiums, meeting rooms, the Teen Centre, the 55+ Centre, child care facilities, the šxwqweləwən ct Carving Centre, and multipurpose facilities.

In partnership with the City of Vancouver, the Vancouver Board of Parks and Recreation, the Vancouver Public Library, the Vancouver School Board, and Grandview Woodland and Strathcona residents, Britannia creates integrated programs, services, and opportunities on the unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔł (Tseil-Waututh) Nations. Through a locally elected Board of Management, the non-profit society stewards spaces that support social connection, creativity, recreation, reconciliation, and community involvement.

Goals

The website content should accomplish the following overarching goals:

- Help **existing and potential centre users** easily access information (facility schedules, forms, hours, how to donate, etc.), and view the breadth of programs and events that Britannia offers.
- Encourage engagement with **existing and potential centre users**, including prompts to volunteer, join committees, and get involved with programs and activities.
- Help **Society members** stay informed about the activities of the Society and the organization's strategic direction (2021-2025 Strategic plan).
- Through text and image-based storytelling, help **funders** understand the impact of Britannia's recreation, social, education, food security, arts and cultural services.
- Help **existing and potential community partners** understand the scope of partnerships offered at Britannia and how we can support their participants.

Summary of Required Services

- Project management
- Research and discovery with the Centre's user groups, including staff, volunteers, board and committees
- Strategy around the site architecture and content organization to ensure an intuitive user experience and strong accessibility features
- Finalization of project scope
- Finalization of sitemap based on discovery, with full list of page style options
- Create custom theme, and design wireframes and detailed mock-ups for key pages
- Full website development including testing for various browsers and mobile devices
- Content review and development (may include text, images and videos)
- Full or partial content migration from current site
- Launch management
- Website process documents and training
- Post-launch security and maintenance and IT support
- Options for collaboration with Britannia staff to keep budget in scope (SEO implementation, partial content migration)

Key Features

Proposed projects should include the following features:

- Cross browser capability (all major browsers)
- Responsive design (cellphones, tablets, large and small laptops, and desktops)
- Clean, consistent site architecture and navigation, with breadcrumbs across the site
- Scalability
- Applied Web Content Accessibility Guidelines throughout
- Event calendar and capacity for additional plug-ins and extensions
- A search tool using keywords or phrases visible on all pages
- Google Analytics tracking codes
- Blog capabilities
- Announcement banner
- Social media integration
- Improved PDF and program guide browsing experience
- Online donation option
- Facility schedule design and display
- Home page carousel
- Forms and sign-up functionality
- Video embed capability
- SEO implementation
- Multiple languages

Tentative/optional features:

- Surveys (currently using SurveyMonkey)
- Newsletter integration (currently using MailChimp)
- Interactive site map
- An interactive internal website to help staff members and board members communicate, access key documents, and view important updates (option for future project outside the scope of initial public-facing website development).

Proposal Requirements

Proposals should include the following:

- Project approach and team members
- Proposed implementation phases, including estimated project timeline and milestones
- Estimated project costs as well as costs for optional ongoing maintenance and support
- Examples of your work, including sample sites
- Two or three references

Evaluation of Proposals

The award of this project will be made to the qualified respondent whose proposal is most in line with Britannia's objectives, with price and other factors considered. Britannia may reject any and all proposals. Up to three proposals will be offered the opportunity to pitch further.