

Request for Proposals: Website Development

CRIBE and Nextfor

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1. Instruction to the Bidders

1.1. Intent of the proposal and timeline

The purpose of this Request for Proposal (RFP) is to invite qualified firms to submit a proposal to design, develop, and launch new websites for CRIBE (cribe.ca) and Nextfor (nextfor.ca).

This RFP will be open from July 15, 2022 to August 15, 2022. Projects will be evaluated by CRIBE with targeted approval date by September 1, 2022.

1.2. Receipt of bids

All proposals and questions should be sent, on or before **August 15, 2022**, to the following:

Melissa Blackwell

Program Coordinator

melissa.blackwell@cribe.ca

Subject: Website Proposal 2022

2. Terms of Reference

2.1. Project Overview

The Centre for Research and Innovation in the Bioeconomy, CRIBE, is a not-for-profit innovation accelerator that drives the development of competitive and sustainable bio-economy industries within Ontario. We do this through collaboration, funding challenges and promotion. CRIBE facilitates collaboration and open information sharing through its network, Nextfor, made up of 350+ individuals representing forestry, forest products, chemicals, bioproducts, heavy industry and more.

New design and development for both CRIBE (cribe.ca) and Nextfor (nextfor.ca) will be needed to ensure user accessibility/friendliness and effectiveness of information sharing.

2.2. Experience and Qualifications

- Experience developing custom websites solutions
- Proven website development process
- Ability to meet multiple deadlines
- Understanding of the "Web Content Accessibility Guidelines (WCAG) 2.1" rules

2.3. Description of the service

The bidder should propose a plan for the redesign of the existing CRIBE (cribe.ca) and Nextfor (nextfor.ca) websites, including the components outlined below. Both websites should be distinct but have similar design and functionality features. Ideally, some of the content such as blog posts and funding opportunities would seamlessly be integrated across both sites.

Bidders should outline how the two new websites will meet the following requirements:

General Features

- Easy to update and maintain by CRIBE staff
- Fully responsive on 5 different form factors (large display, desktop, laptop, tablet and mobile)
- Supported by modern browsers
- Connected to analytics to track website traffic
- Built to meet or exceed WCAG 2.0 Level AA success criteria

CRIBE Website (cribe.ca)

- Functionality to showcase all CRIBE projects in an engaging and interactive format including:
 - Overview of all projects in Ontario including # of projects funded to date, number of active projects, total project value, CRIBE funding contribution
 - Automatically populated based on individual project KPIs including total project value and CRIBE contribution
 - Automatically populated based on individual project status including active and completed
 - Map and list view options (Map view example: <https://www.bechtel.com/projects/>, List view example: <https://eralberta.ca/projects/>)
 - Filter option based on category and/or tag and funding challenge and/or year
 - Easy for CRIBE staff to update and maintain
- Functionality to showcase individual projects in an engaging and interactive format including:
 - Project specific KPIs including total project value and CRIBE contribution
 - Project status including active and completed
 - Latest related blog post (blog posts will be used to provide project updates)
 - Easy for CRIBE staff to update and maintain
- Funding application funnel including:
 - Lead capture (name and email)
 - Email list integration and automated segmentation
 - Eligibility check that provides next steps and automatically segments leads based on responses
 - Funding inquiry and/or application thank you page
- Blog with categories for individual projects, funding challenge and/or year, and areas of interest.
- Intuitive navigation centered on user experience including but not limited to the following pages:
 - Home
 - About

- Meet the team
- Careers
- Projects
- Individual project pages
- Resources
- Funding
- Individual funding opportunity pages
- Bioeconomy tools
- Nextfor network
- News & Updates (blog)
- Contact
- Board Portal (password protected resource library)

Digital marketing integration into the website including but not limited to:

- CRIBE Newsletter sign-up (connected to an email marketing provider)
- CRIBE Newsletter thank you page
- CRIBE Social Media Links
- Content migration for the following pages (additional pages may be added):
 - Meet the team
 - Careers
 - Projects (migrated from ESRI dashboard)
 - Individual project pages (28 projects)
 - Funding
 - Contact
 - Board Portal
- Content migration for all pages listed above
 - Content collection solution if needed.
- Automatic content updates throughout the site based on content pulled from the following pages:
 - Funding opportunity updates
 - Project updates
 - New resources
 - Other news & updates

Nextfor Website (nextfor.ca)

- Events calendar functionality to showcase all Nextfor events in an engaging and interactive format including:
 - Registration
 - Public and private event options (private events should still be visible to the public but users would need to be logged into the Nextfor portal to register)
 - Calendar and list view options

- Event filter option based on category and/or tag
 - Easy for CRIBE staff to update and maintain
- Nextfor registration funnel including:
 - Lead capture (name and email)
 - Email list integration and automated segmentation
 - Custom form that automatically segments leads and adds interest tags based on responses
- Registration thank you / welcome to Nextfor page
- Blog with categories.
- Intuitive navigation centered on user experience including but not limited to the following pages:
 - Home
 - About
 - Meet the team
 - Our Network
 - Funding Opportunities
 - Events calendar
 - Individual event pages
 - Contact
 - Join now (with registration functionality)
 - Nextfor portal - Home
 - Nextfor portal - Lignin
 - Nextfor portal - Forest Innovation
 - Nextfor portal - Biocomposites
 - Nextfor portal - Biocarbon for heavy industry
 - Nextfor portal - Resources
 - Nextfor portal - Blog
 - Nextfor portal - Collaboration forum
- Digital marketing integration into the website including but not limited to:

- Nextfor Registration (connected to an email marketing provider)
 - Nextfor Social Media Link
- Content migration for all pages listed above
 - Content collection solution if needed.
- Automatic content updates throughout the site based on content pulled from the following pages:
 - Events calendar
 - Funding opportunity updates
 - New Nextfor portal resource
 - New Nextfor portal blog post

2.4. Collaboration and Feedback

The successful bidder will provide opportunities for CRIBE staff to collaborate and offer feedback throughout the web development process, including:

- The opportunity to review and provide feedback on the project scope, timelines and design direction
- The opportunity to review, provide feedback, and request revisions on the wireframe
- The opportunity to review, provide feedback, and request revisions on designed mockups
- The opportunity to review, provide feedback, and request revisions to the staged website prior to launch

2.5. Post-Launch Support

The successful bidder will provide post-launch web support including:

- Two 1.5 hr recorded training sessions
- 30 days of web support
- Options for ongoing support (i.e security certificate renewal, domain management, website analytics, seo)

3. Evaluation Criteria

3.1. Submission Requirements

The proposal for services must include the information listed below:

Company Information and Experience

- Describe the company's services.
- Provide the number of years the company has been in business and the number of employees.
- Provide a list of the company's past and current clients similar to CRIBE.
- Provide a summary of the company's experience in developing websites.
- Identify the team members who would be involved in the project.

Proposed Approach and Timelines

- Describe your approach and strategy for accomplishing the tasks described in 2.3 "Service Description"
- Include a work plan outlining timelines for proposed milestones for the development and creation of the two websites.
- Provide a list of assumptions and expectations for the successful completion of the project.

Examples

- Submit a portfolio demonstrating the bidder's expertise and examples of websites developed (with links to web examples, description of how the examples are applicable).

References

- Provide three (3) relevant references where the Bidder has provided a similar service within the last three to five years.
- Briefly describe the services provided, timeliness and results achieved for each reference.

Fees and other charges

The proposal for services must include:

- The cost for the creation of the websites as described in 2.3.
- The estimated cost for ongoing monthly maintenance per section 2.5.

3.2. Scoring

Evaluation Criteria	Weighting
Company Information and Experience	20
Proposed Approach and Timelines	30
Examples	20
Fees and other charges	30
TOTAL	100