

The Canadian Race Relations Foundation (CRRF) requests proposals for the website redesign and development of its public website, where the section of the Statement of Work (“Services” or “SOW”) provides the general description of the requirements.

CRRF supports diversity and encourages Proponents to self-identify as a company with a diverse (BIPOC) workforce where applicable.

1. INSTRUCTIONS

- a) This RFP and any subsequent agreements related to the subject matter hereof will be governed according to the laws of the Province of Ontario.
- b) This RFP is NOT an offer to enter into an agreement with any party but rather a request to receive proposals, including pricing from firms interested in providing the products and services outlined herein. Such proposals will be treated by the CRRF as offers to enter into an agreement. The CRRF reserves the right to reject all proposals, in whole or in part, and to negotiate with any party to provide such products and services to the CRRF.
- c) The CRRF reserves the right to proportionally scale down its requirement as identified in the attached Terms of Reference and to select a preferred proponent based upon those reduced requirements.
- d) The CRRF shall not be responsible and will not reimburse any proponent for any cost or expense incurred in preparing, submitting, or presenting a response to this RFP.
- e) The CRRF reserves the right at any stage of the evaluation of the proposals to request proponents to provide clarification, additional information or personal presentation concerning their proposal. The Proponent, however, will not be allowed to modify their proposal once submitted.
- f) The obligation of the CRRF to explain its final preferred selection to any proponent shall be limited to said proponent’s proposal. To safeguard the confidentiality of information provided by any proponents, the CRRF shall not, under any circumstances, disclose details of any other proposals(s) except for the name of the preferred vendor selected as the successful proponent.
- g) Questions from vendors regarding the RFP should be directed to and handled by:

- h) All enquiries must be in writing and sent before the deadline. Questions will not be accepted or responded to if received after 2:00 PM EST, October 21, 2022.
- i) Information provided verbally will not be binding upon the CRRF. The proponent must have written confirmation from the CRRF for any change or alteration concerning this RFP.
- j) The CRRF reserves the right to verify all information provided by a proponent by means of direct contact with the proponent's prior clients, associates, and personnel. The proponent must agree to provide and release necessary authorizations to verify any of the proponent's previous experience. Misstatements of experience and scope of prior experience may be grounds for disqualifying a proponent.
- k) The CRRF reserves the right to disqualify any proponent if its response to the RFP indicates that how the proponent provides services may adversely affect the CRRF's existing business relationships.
- l) At any time, the CRRF may cancel this RFP in whole or part at no cost or penalty to the CRRF. No reason for cancellation needs to be given.
- m) The disclosure of information received relevant to the issue of bid solicitations or the award of contracts shall be made by the appropriate Canadian Race Relations Foundation officers per the provisions of the *Access to Information Act*, the *Privacy Act*.
- n) The successful proponent shall be required to enter into a formal contract Agreement with the CRRF based on these Instructions and all other Contract Documents described herein.
- o) While it will be a significant factor, the lowest-priced proposal submitted will not automatically be awarded the contract. The selection of a preferred proponent will be evaluated on the overall proposal and not on any single factor.
- p) The successful proponent may be awarded additional work.
- q) The CRRF reserves the right to negotiate the price.

2. ABOUT CRRF & BUSINESS ENVIRONMENT

- a. The Canadian Race Relations Foundation (CRRF) is a Crown corporation that reports to parliament through the Minister of Housing and Diversity and Inclusion. It was created in

1996 to reaffirm the principles of justice and equality for all in Canada. The mandate of the Foundation is to facilitate throughout Canada the development, sharing, and application of knowledge and expertise to contribute to the elimination of racism and all forms of racial discrimination in Canadian society.

- b. Our Mission: The Canadian Race Relations Foundation is committed to building a national framework for the fight against racism in Canadian society. We will do this through knowledge-sharing and community support in pursuing equity, fairness, social justice, and systemic change.
- c. Our Work: CRRF is a valued resource and recognized leader in supporting or leading efforts and initiatives in the development, sharing and application of knowledge and expertise to contribute to the elimination of racism and all forms of racial discrimination in Canadian society by:
 - Undertaking research and collecting data and developing a national information repository to further the understanding of the nature of racism and racial discrimination, and to assist business, labour, voluntary, community and other organizations as well as public institutions, governments, researchers, and the public in eliminating racism and racism discrimination.
 - Acting as a clearinghouse, providing information about race relations resources and establishing links with public, private, and educational institutions and libraries; Facilitating consultation and exchanging information relating to race relations policies, programs, and research.
 - Collaborating with business, labour, voluntary, community and other organizations, as well as public institutions and all levels of government, in instituting and supporting programs and activities; and supporting and promoting the development of effective policies and programs for the elimination of racism and racial discrimination.
 - CRRF funds community organizations that implement anti-racism programs and activities across the country.
- d. CRRF's head office is in Toronto, with staff in Calgary, Ottawa, Montreal and Halifax.

You can find further information about CRRF by visiting our website at www.crrf-fcrr.ca

3. TARGET DATES

The following schedule summarizes significant target events for the RFP process and contract period. The dates may be changed by CRRF at its sole discretion and shall not become conditions of any contract that may be entered by CRRF and the selected Proponent.

Event	Date
RFP Issue Date	Oct 7, 2022
Deadline For Inquiries	Oct 21, 2022, @2:00PM EST
RFP Close Date	Oct 31, 2022, @11:00AM EST
Tentative contract starting date	Nov 2022

4. STATEMENT OF WORK

This section is intended to provide Proponents with the information necessary to develop competitive proposals. The Statement of Work (“SOW”) is a general description of the tasks to be done, results to be achieved, or the goods to be supplied.

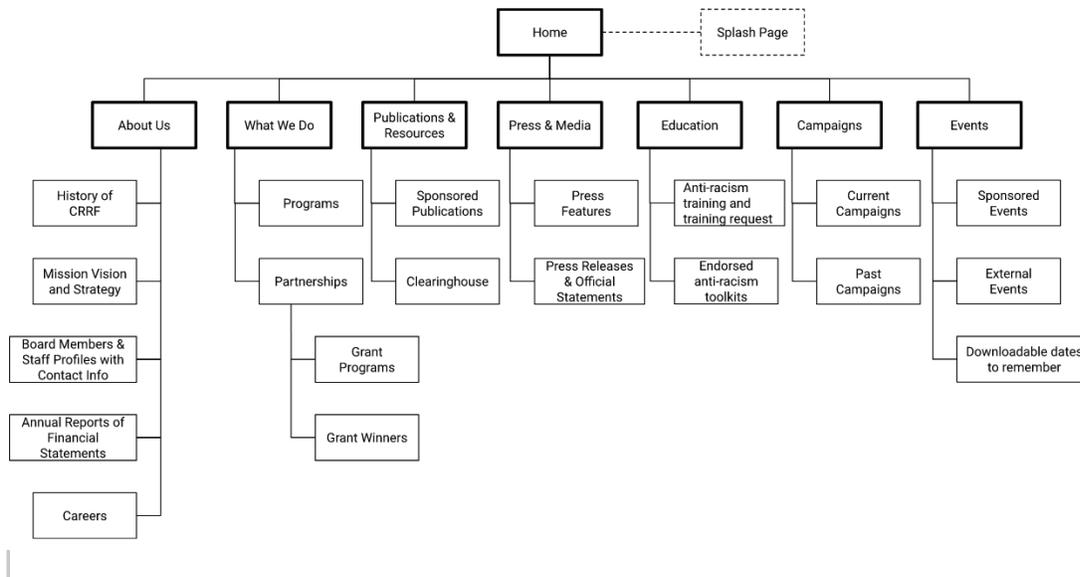
4.1. Overview

CRRF wants to redesign its public www.crrf-fcrr.ca website. The organization's current website has existed for over a decade, and while it was adequate in its initial design, it no longer suits the direction of the foundation. CRRF has expanded its scope of work over the last three years and is emerging as a national leader in anti-racism in Canada.

Our social media following has increased by an average of 300 percent in the previous two years, which has increased traffic to our website. Our programmatic work and community outreach have expanded to regions such as Atlantic Canada, the Prairies and Quebec. The combination of these factors has pushed CRRF to rethink how these new audiences see us and how we can use our website to expand our reach even further. To capitalize on our expanding profile, the new website should feature easier access for the public to participate in awareness campaigns, access research, and more easily donate to the work of CRRF.

Managed in Joomla version 3.10.1 and MySQL, the current bilingual website has about 3,700 articles, four content types, 590 categories, 1,000 media (images, pdf, etc.) and 19 templates. It is hosted on the cloud.

Below is a proposed new website sitemap.



4.2. Project Timeline

CRRF wishes to start and complete the web redesign project within three to four months upon awarding the contract to the successful Proponent.

4.3. Key Objectives

Specific objectives are:

- Create a website that provides better interactions with CRRF online content, aligns with user needs, and generates a consistent experience across different sections, pages, contents, screen sizes and devices;
- Strengthen the information architecture and content strategy so that users are better engaged, can quickly find information, and yield a higher conversion rate;
- Re-platform the content management system from Joomla to WordPress and continue to provide the same capabilities to create and manage content, posts, pages, events, and

custom posts;

- Develop some web components and page templates that can be reused, customized for different usages, and potentially extended to meet new requirements;

4.4. Scope of Work

4.4.1. Set Collaboration Tools

At the beginning of the project, the Proponent is to propose a suite of collaboration tools for communication, project management, issues tracking, version control, and other related tools to work together.

4.4.2. General Technical Requirements

In redesigning and redeveloping the new website, the Proponent must ensure that each web page follows the following principles:

- On any page of the website, the user must always have the option to toggle between the two official languages as required by the Official Language Act (OLA) of the Government of Canada;
- Must adhere to web accessibility guidelines WCAG 2 level AA;
- Must display correctly across common and latest browsers;
- Must be responsive and progressive on desktop and mobile;
- Must be well integrated with, and shareable on social media, and
- May continue to feature well in search engine results and remains search-friendly.

4.4.3. Redesign Website

The Proponent will redesign the website following their methodologies, including mockups, wireframes and other visual elements.

To gain approval and showcase the redesign to key stakeholders, CRRF will work with the Proponent to define five (5) website user journey mockups that showcase a better user experience, ease of finding information, and clear call to action. The starting point of the user journey may be from a search engine, social media, newsletter, home page, and web page.

The Proponent will develop page, graphic, colour, font and style specifications to guide the development of the website and later be used for support and maintenance.

4.4.4. Licenses and Copyrights

Any content provided by the Proponent for inclusion in the deliverables are expected to have been licensed for web usage before delivery. This includes, but is not limited to, all relevant text, images, graphics, audio, video content, software license, and application extensions. The Proponent must transfer such work and ownership to CRRF.

4.4.5. Develop a Bilingual Website in English and French on WordPress

The Proponent is to develop a bilingual website on the latest version of WordPress and PHP. Besides the standard features that come with WordPress, the content management also needs to have the following capabilities:

- Create and manage events;
- Publish content in English and French;
- Bilingual categories; and
- Create special splash pages.

It is possible that WordPress needs to be customized to support additional custom post types, page templates, and categories to display and classify different landing pages, web pages, and content types. Here is a short list of page templates (but not limited to);

- Home Page
- About Us, What We Do, Publications & Resources, Press & Media, Education, Campaigns
- Three (3) different versions of the splash page template ex: <https://colorofchange.org>
- Event list page template and single event page template
- Employee directory page template using the web card component
- Page template to embed event registration from external event registration service like Eventbrite

- Page template to embed forms from SurveyMonkey
- Search results

4.4.6. Integrate Google Site Search to the Website

4.4.7. Migrate Website Content from Joomla to WordPress

- Migrate content, web pages, media, and database from Joomla 3.10.11 to the latest version of WordPress;
- Archive Joomla articles posted before January 1, 2020, and recommend options to upload these archived content as unpublished to WordPress in the future (including any referenced media and files);
- Archive any orphan media, files, or pages not in used or linked by any pages; and
- Reclassify content from the old to the new website based on the new content strategy and information architecture.

It is possible during content migration that certain content types, such as graphics, may require redesign or retouching to fit the new web page standards. The Proponent will be expected to work with CRRF to recreate these content types.

4.4.8. Deploy Website

The Proponent is expected to host the development environment within their environment. When it is required to perform an alpha, beta, or release candidate testing, it is recommended to deploy the website onto the CRRF environment.

Most importantly, the Proponent is to propose a deployment strategy and execute the tasks ensuring a smooth transition from the old to the new website.

4.4.9. Checklist to Audit Deliverables

To facilitate the testing of deliverables, CRRF and the Proponent will develop a checklist to audit the quality of the deliverables ahead of each milestone.

4.4.10. Test Deliverables

The Proponent is expected to execute tests and correct deviations to satisfy the deliverables and meet the requirements set in the SOW.

4.4.11. Documentation and Training

The Proponent is expected to provide support and maintenance documentation material in one language and provide knowledge transfer training sessions to super users.

4.5. Out of Scope

- The website section on ClearingHouse is not in scope.

5. PROPOSAL FORMAT

Proposal responses should be organized and submitted following this section's guidelines.

The proposal should be in letter format, with each page numbered. Elaborate or unnecessary voluminous proposals are not desired. The font should be easy to read and generally be no smaller than eleven (11) points (you can use smaller for short footnotes).

5.1. May Write Proposal in English or French

5.2. Organize Proposal into Three Sections

5.2.1. One Page Cover Letter

A one (1) page covering letter should be submitted. It should include the following:

- A reference to the RFP number and RFP title
- The primary contact person for this RFP: the individual's name, email, and optionally a phone number
- A statement confirming the validity of the proposal

- A statement confirming the Proponent does not have a conflict of interest with this RFP, real or perceived.
- The letter signed by the person(s) duly authorized to sign on behalf of the Proponent and bind the Proponent to statements made in response to the RFP

5.2.2. Mandatory Requirements: Pass or Fail

The Proponent must demonstrate that they meet all the mandatory requirements:

- Demonstrated experience designing, developing, and deploying a website with comparable size and scope by identifying selected projects within the provided portfolio projects;
- Demonstrate experience with developing bilingual websites in English and French using WordPress version 5.0 or newer as the content management system; and
- Proposed budget must be in the range of CAD 75K - 125K.

Only Proponents who pass all mandatory requirements will move to the rated requirements. Failure to meet all mandatory requirements is considered a proposal being unsuccessful.

5.2.3. Rated Requirements

The proposals will be rated on technical merits and financial budget. Only Proponents who pass the technical evaluation will move on to the financial proposal. CRRF will later set the passing threshold because it depends on the number of proposals and the overall quality of the responses.

Technical Proposal (70%)

The technical proposal must include:

- a) One (1) page summary of your understanding of the project;
- b) A project plan to execute the project within three-four (3-4) months and a breakdown of the major task by resource type demonstrating the capacity to meet the milestone dates. It is essential to highlight the deliverables(s) at each milestone;
- c) Brief biography of each project team member, role, and experiences;
- d) Two (2) comparable project samples of similar size and scope completed within the last two (2) years. Do include the client name, year of completion, estimated and actual project

duration (in days), and list of technology used;

- e) One (1) sample projects that require migration of different content types into WordPress;
- f) One (1) sample project that demonstrates experiences developing website on WordPress that meets or exceeds WCAG 2 level AA;
- g) Two (2) current or past client references;
- h) If applicable, indicate whether the Proponent self-identifies as a company with a diverse (BIPOC) workforce.

Financial Proposal (30%)

The financial proposal must include the following:

- a) Fix price proposal in the range of CAD 75K to 125K and exclusive of Good and Services Tax (GST) or Harmonized Sales Tax (HST). The GST or HST, whichever is applicable, shall be extra to the prices quoted by the Proponent and will be paid by CRRF;
- b) A table detailing the hourly rate in CAD of the following roles:
 - Account Manager (Primary Contact)
 - Project Lead/Manager for Website
 - Creative Director/UX Specialist
 - UI/UX Designer
 - Lead Developer
 - Developer

5.3. Send Proposal by Email

The preferred method of proposal submission is by email, in PDF format, to atavassoli@crrf-fcrr.ca. The subject line should cite "RFP #605341, CRRF Website Redesign."

Please email two (2) PDF files:

PDF 1: the first contains the cover letter, mandatory requirements, and rated technical requirements; and

PDF 2: the second file contains the rated financial requirements.

6. PROPOSAL EVALUATION

6.1. Mandatory Requirements

Mandatory Requirements	Pass/Fail
M1 Demonstrated experience designing, developing, and deploying a website with comparable size and scope by identifying selected projects within the provided portfolio projects	
M2 Demonstrate experience with developing bilingual websites in English and French using WordPress version 5.0 or newer as the content management system	
M3 Proposed budget must be in the range of CAD 75K - 125K	

6.2. Technical Requirements

Technical Requirements	Score
T1 One (1) page summary of your understanding of the project	5
T2 A project plan to execute the project within three-four (3-4) months and a breakdown of the major task by resource type demonstrating the capacity to meet the milestone dates. It is essential to highlight the deliverables(s) at each milestone	30
T3 Brief biography of each project team member, role, and experiences	15
T4 Two (2) comparable project samples of similar size and scope completed within the last two (2) years. Do include the client name, year of completion, estimated and actual project duration (in days), and list of technology used	20
T5 One (1) sample projects that require migration of different content types into WordPress	10
T6 One (1) sample project that demonstrates experiences developing website on WordPress that meets or exceeds WCAG 2 level AA	10
T7 Two (2) current or past client references	5
T8 If applicable, indicate whether the Proponent self-identifies as a company with a diverse (BIPOC) workforce	5

The overall technical score will be normalized to 70 points.

6.3. Financial Requirements

	Score
The scoring of the financial proposal is a combination of the project fixed price and the total amount of the key roles' hourly rates.	30
