



PARKGATE
COMMUNITY SERVICES SOCIETY

Request for Proposal

Website Redesign

Important Dates and Times:

Issue Date	March 7, 2019
Deadline for Enquires	March 26, 2019
Closing Date	April 5, 2019
Closing Time	4:30 pm PT

Submissions to be emailed to:

Ellen Clague
Community Engagement Manager
Parkgate Community Services Society
eclague@myparkgate.com



REQUEST FOR PROPOSAL

Website Redesign for myparkgate.com

Summary

Parkgate Community Services Society is seeking professional support for the redesign and development of the Society's website (myparkgate.com) to give it a more modern look and feel.

Background

Parkgate Community Services Society (Parkgate Society) is a registered, not-for-profit charitable organization that has been supporting the local community for over 35 years. We partner closely with North Vancouver Recreation & Culture (NVRC) to enhance the range of programs available and to strengthen Parkgate Community Centre's presence as a community hub and gathering place for people of all generations, cultures and abilities. Our responsive programming includes programs and outreach for seniors and youth, extensive child care and family services programs as well as events and programs that are welcoming to people of all ages.

As an organization, Parkgate Society is striving to better articulate its distinct brand, both visually and verbally, in a clear and consistent manner. "Parkgate" fills multiple roles in the community: it is a community services society, a recreation centre, a shopping area and a neighbourhood gathering place. For this reason, Parkgate Society's identity has become very much intertwined with the primary location of our work (Parkgate Community Centre) and our distinct identity is unclear to many people.

With a newly created brand identity (to be launched later this year), Parkgate Society is ready to better communicate its distinct identity and its important role in serving the community; thereby providing better information to clients, staff and other community members/partners about its programs and services. Having a well-designed, mobile and tablet friendly website with end user functionality is an integral part of effectively communicating our distinct identity to the community.

Project Scope

Proponents are invited to submit competitive proposals for the redesign and development of Parkgate Society's website, www.myparkgate.com. The updated website will have a more lively and engaging feel to it while more effectively communicating information about Parkgate Society's programs and services. Specifically, we would like to see the following improvements to the website:

- update the look and feel of our website to match the new and updated branding of our logo;
- have a more engaging Home page with direct links to the organization's social media accounts and calendars as well as clear links to our partner, NVRC's website and calendars and perhaps, links to other community partners;
- simplify paths to make it quicker and easier for site visitors to find the information they seek;
- use engaging, relevant content and design to create a stronger emotional connection between site visitors and Parkgate Society;
- the ability for site visitors to easily subscribe to the Society's newsletter;
- a mobile-friendly and responsive design; and an
- integration of dynamic web form plugins for WordPress for online information gathering.

Measures of Success

A website that:

- creates a pleasing end user experience for people of all ages, backgrounds and abilities;
- clearly communicates Parkgate Society's unique identity in relation to NVRC;
- effectively promotes and enhances Parkgate Society's programs and services; and
- reflects Parkgate Society's mission to connect community and make a positive difference in the lives of every person in our community.

Proposal Content

1. Proposal outlining the design services you will provide to Parkgate Community Services Society along with a proposed project structure.
2. An estimated total cost of proposal with a budget broken down into each phase of development.
3. Provide an overview of your company including staff biographies, your work philosophy, and a portfolio of past clients including recent examples of design and development.
4. Provide three (3) references and contact information.
5. Provide terms and conditions.
6. Proposed timeline from kick-off to launch.

Proposal Format

All proposals are to be submitted to Parkgate Community Services Society and will include a title page with the proponent's name and date of submission.

Parkgate Society thanks all parties who submit proposals for their interest in redesigning our website. Please note that only proponents who receive an interview following the submission of a written proposal will be informed of the Board's final decision.

Selection Criteria and Process

Proposals will be evaluated by an evaluation committee consisting of the Society's Executive Director, the Community Engagement Manager and members of the Society's Board of Directors. Selection will be based on a review of the proposal, proponent interview, and reference review. Selection criteria will be based on a combination of the following:

- Suitability of the proposed approach/methodology
- Demonstrated ability to meet deliverables
- Skills and experience
- Proposed budget

Submissions

Send in electronic format (pdf) to eclague@myparkgate.com by 4:30pm (PT) April 5, 2019. Electronic submissions will be deemed to be received when displayed as a new email on Parkgate Society's email network.

RFP Schedule

Issue Date	March 7, 2019
Deadline for Enquires	March 26, 2019
Closing Date	April 5, 2019
Closing Time	4:30 pm PT
Evaluation / Short List	April 12, 2019
Interviews	April 15 – 24, 2019
Final Decision	April 26, 2019

Enquiries

Please direct any enquiries relating to this RFP to:

Ellen Clague
Community Engagement Manager
Parkgate Community Services Society
Phone: 604-983-6371
Email: eclague@myparkgate.com