REQUEST FOR PROPOSAL (RFP): WEBSITE DESIGN AND DEVELOPMENT

Issued by: Manor Park Community Council (MPCC)
Date issued: October 7, 2025
Deadline for proposals: October 30, 2025

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1. **Introduction**

The Manor Park Community Council (MPCC) is a not-for-profit organization providing recreation, licensed childcare and events to the greater community. We are seeking proposals from qualified web design professionals or agencies to create a modern, user-friendly, and mobile-responsive website that reflects our mission, increases engagement, and supports our operational needs.

2. **Organizational Overview**

Incorporated in 1987, the MPCC has served Manor Park and surrounding Ottawa communities by delivering high-quality licensed childcare, recreational activities and community events. Our services focus on enriching lives, promoting well-being and creating opportunities for growth and connection.

Our current digital presence -- manorpark.ca -- is limited and does not fully reflect the breadth of our programs or meet the needs of our stakeholders.

3. **Project Objectives**

   a. Modernize and Enhance Brand Image
      i. Develop a clean, contemporary, and mobile-responsive website that reflects a welcoming, inclusive, and professional organization.
   b. Engage and Inform the Community
      i. Clearly present programs, services, and events to strengthen community awareness, increase participation, and support ongoing engagement.
   c. Improve Accessibility and Usability
      i. Deliver an accessible, user-friendly website that meets AODA / WCAG 2.1 Level AA standards and allows staff to easily manage content internally.

4. **Website Requirements**
   a. Design and User Experience
      i. Develop a clean, modern, and mobile-responsive design optimized for all devices and browsers.
      ii. Create an intuitive navigation structure to ensure visitors can easily find information about programs, events, and services.
      iii. Apply consistent branding elements and visuals that communicate a welcoming and inclusive image.
   b. Content and Accessibility
      i. Ensure full compliance with AODA and WCAG 2.1 Level AA accessibility standards.
      ii. Use plain language and accessible design practices to serve diverse audiences.
      iii. Implement a user-friendly content management system (CMS) (eg. WordPress, Drupal or equivalent) that allows staff to add, edit, and manage content independently.

      c. Functionality and Integration
           i. Integrate or link to third party tools for online registration, event management, and other program-related services.

           ii. Enable online registration and form submissions for programs, events, and community initiatives.
           iii. Include options for additional integrations such as newsletters, social media fees, and payment processing.

      d. Performance, Security and Maintenance
           i. Optimize for fast load times, reliability, and strong cybersecurity practices.
           ii. Ensure the website is built on a scalable framework that allows for future expansion and feature additions.
           iii. Provide ongoing technical support, maintenance, and regular software updates as part of the service offering.

5. Target Audiences

Our target audiences include:

- Parents and guardians seeking childcare or recreational activities
- Community members interested in events or activities
- Current clients and staff
- Potential partners, sponsors, and donors

6. Scope of Work

The selected vendor will be responsible for the full design, development, and implementation of a modern, accessible, and user-friendly website that meets the objectives outlined in this RFP.

      a. Website Design and Development
           i. Develop a custom website design aligned with the organization's brand identity, tone, and visual standards.
           ii. Create a mobile-first, fully responsible layout that delivers a consistent experience across all devices and browsers.
           iii. Ensure full accessibility compliance with AODA and WCAG 2.1 Level AA standards.
           iv. Incorporate best practices for usability, intuitive navigation, and clean interface design.

      b. Content Management Systems (CMS)
           i. Implement and easy-to-use CMS (eg., WordPress, Drupal, or equivalent) that allows internal staff to update and manage contentd independently.
           ii. Configure role-base access for administrators and content editors.
           iii. Provide staff training sessions and user documentation to support ongoing content maintenance.

      c. Key Features and Functionality
      The new website much include the following core features and integrations:
           i. Program and event listings with online registration integration via *Amilia SmartRec*.
               1. Dynamic calendar of events to display upcoming programs and activities.

2. Licensed childcare information section with downloadable /online fillable forms and/or secure portal access.
3. Blog / news section for organizational updates and community stories.
4. Social media / Google / Google Analytics integration (live feeds, links, or share features).

    ii. Newsletter sign-up integrated with *Constant Contact*.
1. CRM integration for managing contacts and community engagement.
2. Contact forms and inquiry submissions with customizable fields.
3. Portal access for secure document sharing or user login (if applicable)
4. Compliance with security and privacy best practices, including SSL certificates and data protection standards.

  d. Search Engine Optimization (SEO)
    i. Implement basic on-page SEO set-up, including title tags, meta descriptions, image alt text , an clean URL structures.

7. Deliverables

- Sitemap and wireframes
- Website design and mock-ups
- Fully developed and tested website
- CMS training for staff (virtual or in-person)
- Style guide
- Launch support and post-launch bug fixing period
- Documentation / user guide

8. Timelines

Milestones	Date
RFP release	October 7 2025
Proposal submission deadline	October 30 2025
Selection of vendor	November 7 2025
Project start	November 17 2025
Website launch	January 12 2026

9. Budget

Please include a detailed cost breakdown. Non-profit discounts and in-kind service offerings are appreciated. Include:

- Design and development
- Optional add-ons (hosting, on-going support, etc.)
- Any recurring fees or licensing costs

10. **Proposal Requirements:**

Please include the following in your proposal:

- Company overview and relevant experience
- Examples of similar websites developed, especially with non-profits or recreation/community organizations
- Project approach and timeline
- Team bios and roles
- Itemized budget and pricing structure
- Description of CMS and ongoing support options
- References from clients (minimum of 2)

11. **Evaluation Criteria**

Proposals will be evaluated based on:

- Alignment with our objectives and audience
- Demonstrated experience and portfolio quality
- User-centered design approach
- Accessibility compliance knowledge
- Project timeline and delivery plan
- Cost-effectiveness and value
- References and client feedback

12. **Submission Instructions**

Please submit your proposal in PDF format by 5pm on October 30 2025.

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13. **Questions**

Questions regarding the RFP can be directed to the contact above.

14. **Disclaimer**

The Manor Park Community Council reserves the right to accept or reject any or all proposals, to waive any informalities or irregularities, and to accept the proposal deemed in the best interest of the organization. All materials submitted become the property of the Manor Park Community Council.