



Simcoe Muskoka Workforce Development Board Request for Proposal for Website Re-development

Profile of Simcoe Muskoka Workforce Development Board

Simcoe Muskoka Workforce Development Board (SMWDB) is a community directed, non-profit corporation, 1 of 26 local planning board areas funded by the Ministry of Labour, Training and Skills Development (MLTSD). SMWDB acts as a neutral broker, sourcing, conducting and distributing local labour market research as well as engaging and facilitating community stakeholders in workforce development activities.

To remain in touch with the needs and issues of each community, SMWDB conducts community consultations and an annual employer survey to provide forums to hear concerns and to assist in finding grassroots solutions to specific employment and training challenges in different employment areas.

With broad public involvement, SMWDB provides analysis of training needs and acts as a local voice to governments on existing training and adjustment programs as well as providing direction on the need and design of new programs or services to ensure equitable access to marketable skills for a changing economy. For more information, please see www.smwdb.com

SMWDB is seeking a qualified web developer to undertake an update of our current website. The new site must be built on a content management system and all current content will be migrated to the new site with enhancements as outlined below.

Website Uses:

Our website is our main communications hub for partners, stakeholders and the general public. SMWDB is not a fully “public facing” agency although our site is available to anyone who wishes to find out information about our activities. We presently make limited use of social media with LinkedIn as our main platform and Twitter as the secondary one. When appropriate, we direct social media users to specific links on our website (publications, videos, etc.). We currently use Wix as the CMS for our website for ease-of use.

SMWDB will be amalgamating with another not-for-profit organization within the next six months. The needs of the other organization will have to be considered and integrated into the web design. The details of this second organization will be reviewed with the proponents invited to submit proposals to SMWDB.

Project Scope

- The site must contain the elements from our current website as well as meet the requirements of our amalgamated organization as noted above.
- The goal is to produce a site with ease of navigation in a clean, contemporary format.
- The site must be AODA compliant and mobile-friendly.
- The site will need to be available in English and French. The English site will be created and then approved content will be sent for translation by SMWDB. The chosen developer will then re-create the same site in French.
- SMWDB will be available for discussion (by e-mail or Zoom) so that proponents may ask questions that will help them prepare a full and accurate proposal and quote for consideration.
- SMWD has a maximum budget of \$10,000 not including applicable taxes.

Proponent Requirements

- Our preference is to select a developer in either the County of Simcoe or District of Muskoka. If no suitable candidate is found, we will consider proponents from the rest of Ontario. Proponents from outside Ontario will not be considered.
- Proponents must have at least five years' experience in professional website development
- Proponents can be either a single entity or a consortium. However, SMWDB will require one person as point of contact during the project.
- Experience working on web design and strategy with not-for-profit organizations would be an asset.

Proposal Requirements

- **Proponents will submit notice of intent to submit a proposal to SMWDB by Friday, February 26th at 4 pm with the following information.** SMWDB will select three proponent submissions for further interviews. At the time of the interview, the chosen proponents should ask whatever questions they need to prepare a final quote to submit for the project.
 - Proposals will include at least three examples of work of similar scope and scale performed within the last three years, as well as three references with contact information.
 - The proposal will include recommendations on a content management system as well as the proponent's plan and approach to the site development.
 - The proponent's submission will include a detailed timeline for completion of the project; the name and title of the person acting as the SMWDB liaison and a full costing proposal for the work to be completed.
 - The proposal will contain a detailed cost breakdown of all fees for the project. Note that the chosen plan and budget will be approved by March 12th and funds will be held in escrow pending the successful completion of the project. Tiered payment will also be considered and should be outlined in the proposal.
 - A proponent should feel free to recommend other enhancements that they feel are appropriate given the purpose and audience for the website.

Questions may be addressed to Rob Shepard, Project facilitator; rob@smwdb.com