



Request for Proposals

Website Design and Development Services: ASE Community Black Accessibility Knowledge Mobilization Hub

1. Introduction

The ASE Community **Black Accessibility Knowledge Mobilization Hub** is seeking web design and development services for an integrated website that will serve as a knowledge mobilization hub for those interested in pathways to refugee protection (the “subject matter”). This website will include a broad range of knowledge resources curated by the ASE Community, including a browsable and searchable database that must be easily updatable user self population and regular (e.g. monthly) data extracts.

It is preferred that the website should be built using the ASE Community’s GoDaddy platform, enabling the use of off-the-shelf components (e.g. blog) and bespoke components (e.g. browsable and searchable database) as described below. However, if needed, the client is open to proposals for website development on alternative web building softwares (eg. Wordpress).

The site must be designed in a manner that allows ongoing content management and updates by non-technical client-side staff, without the need for specialized web design or development expertise.

The successful bidder (the “contractor”) will have experience developing attractive and user-friendly websites with a similar range of functionality, and the demonstrated expertise and capacity necessary to deliver all project components on time and on budget.

2. Objectives

The project seeks to inform research, policy and practice through knowledge mobilization by developing a web facility that:

- a) Gathers, organizes, and presents (in an accessible and user-friendly way) a broad range of multiple resources together and provide a wide range of culturally relevant information, services and programs;
- b) Is relevant and fresh through regular updates and new content;
- c) Serves as a one-stop, simplified, confidential, and fully accessible Hub for the Black community and those with disabilities; and
- d) Fosters community, knowledge sharing, partnerships, and connection amongst people with an interest in this subject matter.

The website will serve a varied audience, including:

- a) Black people with visible/invisible disabilities and their support networks (eg. families, partners, friends)
- b) Service providers, organizations and professionals (educators, therapists, psychologists, religious leaders) working with Black people with visible/invisible disabilities
- c) Funders
- d) policy advisors and government stakeholders
- e) Academics and researchers

All content will be curated by the ASE Community, drawing upon extensive networks and using protocols developed as part of this project.

3. Client

The ASE Community Foundation for Black Canadians with Disabilities (ASE Community) is a national Black-led, Black-serving not-for-profit and fully accessible and culturally relevant wayfinding organization and resource hub, that works with community partners to showcase resources and analyze critical research, policies, services, and resources that advance the overall wellbeing and economic engagement of all of Canada's Black communities.

Rooted in the values of resilience, endurance, and overwhelming strength that is embodied by Black folk with disabilities, we aspire to eradicate experiences of multi-layered adversities; anti-Black racism, ableism, and other forms of oppression. Our work draws on intersectional frameworks including Black Feminist Theory, Critical Race Theory, Disability Justice (DJ) Framework, and Gender-Based Analysis Plus (GBA+).

ASE Community Foundation for Black Canadians with disabilities is undertaking this project, funded by the Supporting Black Canadians Communities Initiative. Liza Arnason/Nkem Ogbonna will manage the project on the client side and will be responsible for day-to-day communication with the contractor.

This project will be informed by a 'Project Advisory Group' made up of a range of stakeholders reflecting the varied audience of the website. The project plan will include three touch-points with the Project Advisory Group, consisting of 60-minute 'focus groups' to provide feedback and recommended refinements on functionality. All interactions with the Project Advisory Group will be managed by the client. A representative of the contractor may be asked to attend and/or present at meetings of the Project Advisory Group.

4. Budget Range

We invite competitive bids of a maximum of CAD\$20,000 for the design and development of this website. These costs should be exclusive of hosting costs for the GoDaddy solution. The proposal should give an indication of timescales and workplan, to meet the planned launch date.

It is foreseen that the design and development of this website in GoDaddy will take approximately 40 to 45 person days. All proposals should provide a proper breakdown of the project in person days, including their daily cost. This should cover at minimum the following elements:

- Planning and scoping
- Design – look & feel and interface
- Amending current GoDaddy settings (or if needed, alternate web building softwares), including web features (see anticipated features below)
- Setting up design in GoDaddy site
- Building out the database, initial population with xml file and facility to make periodic updates (push or pull, see description in Annex A)
- Testing and troubleshooting
- Instructing the client on content management and updates, including to the database.

Separate from this project budget, bidders are invited to indicate daily and/or hourly rates

for occasional site maintenance and updates over the next three years, estimated to be in the range of 4 days p.a. (at an additional cost to the initial development).

5. Timeline & Important Deadlines

It is anticipated that the project will be implemented according to the following timeline:

- RFP Release Date: 6 October 2022
- Response Deadline: 30 October 2022
- Vendor Selection: 14 November 2022
- Project Start: 21 November 2022
- Desired Launch Date: 21 February 2023

Note: This timeline is subject to revision at the client's discretion. The successful bidder must demonstrate the capability to successfully complete the project on this timeline, but must also maintain flexibility to accommodate timeline revisions (to a later launch date) without detrimental effects to the project.

Indicative Timeline (to be confirmed during project initiation stage):

Project Initiation (November 2022)

1. Project kick-off meeting
2. Project discovery: finalize objectives and requirements
3. Development and approval of detailed project plan

Result: signed-off project plan

Design and Build Platform (November – December 2022)

1. Design information architecture, wireframes, user interface design, search interface for database
2. Build web product (in Godaddy) and database

Result: signed-off architecture, including design, navigation components and search / browse interface

Populate and Test (January 2023)

1. Populate static content (e.g. site description etc.)
2. Populate curated content for homepage and sub-pages
3. Populate initial content for database
4. Test all functionality; revise and troubleshoot

Result: signed-off initial content for all areas of the site

Commission and Launch (February 2022)

1. Perform first update of database content (based on client updates in Zotero)
2. Train client representative(s) on content management and updates, including for static content, curated content and database content (xml updates)
3. Final testing of all links and functionality
4. Launch the site

Post-launch trouble-shooting for any technical issues that arise in the first 60 days

Result: Fully functional and thoroughly tested site that the client is able to manage and update without the need for specialized web design or development

expertise.

Post-Launch (from February 2022)

1. At client's option (via separate agreement): ongoing ad-hoc technical support and/or development on an agreed daily-rate or retainer

6. Website Features and Functionality

The website will present, in a user-friendly, searchable, and accessible way, a broad range of knowledge products on the subject matter, serving as a knowledge mobilization hub (or "Education and Resource Hub").

This information will be organized into a number of sections, as described below.

A key feature of the website will be an explorable (browsable and searchable) database that amalgamates:

- Disability and Black-focused research and policy
- Information on Black practitioners, disability specialists, and service providers
- Educational modules, interactive workshops, and training material
- A community forum to develop networks and share knowledge
- information and other metadata on a broad range of externally hosted knowledge products, along with external links to this content where applicable.

In addition, the site will include curated spaces highlighting new and noteworthy culturally relevant disability resources, accommodations, policies, research, and educational materials in an organized and accessible way, to enable frequent users to quickly catch up on developments in the field.

The website should preferably be built using ASE Community's existing GoDaddy platform, enabling the use of off-the-shelf components (e.g. blog) and bespoke components (e.g. browsable and searchable database) as described below. The site must be developed in a manner that allows ongoing content management and updates by the client, without the need for specialized web design or development expertise.

7. Anticipated Website Sections

- Homepage
- Browsable and Searchable Database
- Topic Landing Pages
- Blog
- Community Forum
- Education: Training, Certificates, and Workshops
- Contact Us
- About the ASE Black Resource Hub

In addition, the site should be built in a way that permits the future addition of sections, such as:

- User profiles
- Practitioner, service provider, researcher, and policymaker profiles
- New resource categories and topic landing pages

Further details on these anticipated sections are provided in Annex A below. The list of sections and the features of each will be confirmed during the project initiation phase.

8. Website Examples

The following websites contain features and functionality similar to the clients' vision for this site (as indicated):

www.climig.com - includes a searchable database of metadata on articles powered by Endnote (reference management tool)

<https://migrationresearch.com>- has a searchable database with bibliographic metadata (similarly structured to that to be used for this project) deriving from various data sources and APIs and a similar broad audience of academics and policy makers

<https://byblacks.com/directory>

9. Qualifications

The successful contractor will demonstrate the following qualifications and capabilities:

- Significant experience of developing multi-faceted sites, which must include significant experience working with external APIs, integrating APIs into WordPress databases, developing effective and user-friendly search and browse functionality, and undertaking bespoke development
- Integrated design and development expertise within the project team, with the ability to deliver both visual and technical elements to a high standard of quality
- Demonstrated project management excellence
- Relevant qualifications/certification
- Professional insurance/guarantees
- Demonstrated capability to provide ongoing ad-hoc technical support
- Experience with AODA, A11Y, and WCAG compliance

The successful contractor will have the following skills:

- Content strategy
- Illustration
- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)
- Mobile device optimization
- Testing & quality assurance
- Software training

The final selection of the successful contractor will be based on demonstrated expertise and competence, ability to deliver within the deadlines indicated and value for money.

10. Proposal Guidelines and Requirements

Please include the following information in your proposal:

- Project work plan, including an overview of the website build process end-to-end and a detailed breakdown of anticipated time allocation
- Detailed project budget (compliant with budget range indicated above)
- Separate from the project budget, information on costs (e.g. hourly/daily) for client requested changes outside of initial project scope
- Description of experience in undertaking similar assignments with success (e.g. 3 – 5 top relevant projects), including who worked on each project and a link to the relevant website URL (if applicable)
- Information on team members who will be assigned: role and responsibilities, CV /

qualifications, years of experience, awards/certifications. Please specifically identify any additional resources required for support (ex: sub-contractors)

- Project management approach
- References from two (2) clients of similar size or for whom a project of similar complexity was conducted

11. Submission Instructions

Please submit your proposal via email to connect@asecommunityfoundation.com by 11.59pm EDT on October 30th, 2022.