



Diocese of Toronto
Anglican Church of Canada

Request for Proposal

Diocese of Toronto Website Redevelopment

Due Date for Submission: Friday, August 30, 2019 at 4 p.m.

Addressed to: Martha Holmen
Digital Communications Coordinator
The Incorporated Synod of the Diocese of Toronto
135 Adelaide St. E.
Toronto, ON M5C 1L8
mholmen@toronto.anglican.ca

Introduction

The Incorporated Synod of the Diocese of Toronto (the “Diocese”) is inviting proposals from selected organizations (the “proponents”) for the provision of a new website.

The Diocese’s existing website is dated in both design and technology and delivers only a mediocre user experience. Hundreds of clergy (ordained) and lay (non-ordained) church leaders rely on our website for the vital information and resources they need to operate their parish churches. The website is also a valuable way to connect with those seeking a church home or looking to learn more about the Anglican Church.

To date, a small group at the Diocese has, with the help of an outside consultant, engaged in a usage modelling workshop to identify and prioritize our objectives, users and user tasks. That data has informed much of this RFP and will be available in full to the successful proponent. We have also conducted a survey among our most active audiences to gauge their impressions of the current website.

Scope of Work

This project will produce a new responsive, custom-built WordPress website. This work will include:

- a discovery/validation workshop
- information architecture and user experience workshop
- wireframes
- sitemap
- deployment
- quality assurance testing
- user acceptance testing
- warranty

About the Diocese

The Diocese of Toronto is the “head office” of the Anglican Church in southern Ontario. We administer more than 200 congregations in a geographical area that extends over 26,000 square kilometres, from Mississauga to Brighton and north to Haliburton. Nearly 5 million people live within the diocesan boundaries, 376,000 of whom identify as Anglicans. There are about 54,000 people on our parish rolls.

The Diocese is home to many culturally diverse and language-based congregations, including Chinese, Filipino, French, Hispanic, Japanese and Tamil. We have congregations with parishioners from Africa, the Caribbean, Europe, India, the Middle East, Pakistan, Sri Lanka and many other parts of the world.

The Diocesan Centre in downtown Toronto houses about 35 full- and part-time administrative, program and support staff. There are two small off-site offices with one staff member each.

You can find a more detailed profile of the Diocese [on our website](#).

Current Website

Our current website, www.toronto.anglican.ca, is about nine years old. It was updated five years ago to make it responsive. Its technology is showing its age and needs updating, and the design is outdated. While the website needs to provide a lot of information, our users report that it feels big and unwieldy. It has about 500 pages, 1,300 posts and substantial libraries of documents and media.

Currently there two site administrators who oversee the entire website and are directly responsible for some of the content. Each department within the Diocesan Centre is responsible for its own pages and documents. There are about 18 staff who manage various sections of the website, under the oversight of the two administrators.

Our annual maintenance budget is \$3,000. Ongoing updates and troubleshooting are performed by in-house staff, with more significant maintenance and issue resolution outsourced at an hourly rate to a web agency. The website is also hosted by that agency.

Our Audiences

1. Clergy: priests, deacons and bishops working in churches, schools, hospitals and any other ministry context in the Diocese.
2. Churchwardens and parish staff: includes the lay (non-ordained) leaders who have legal responsibility for our churches. Parish staff can comprise administrators, treasurers, children and youth ministers, music directors and other roles.
3. Seekers: people who don't regularly go to church but who may be curious to know more, or Anglicans from other places who move to our Diocese. Looking for information about who we are, what we believe and how to find a church.
4. Diocesan staff: about 35 full- and part-time program staff who regularly use the website to communicate with our audiences. Need to feel that they can easily share information.
5. Parish members: Some are very involved at the diocesan level and may volunteer or represent their parishes at diocesan meetings. Others are mostly concerned with their own churches but may look to the Diocese for news and events.

Some of our audience members are located in rural areas where high-speed internet isn't available. As much as possible, the website should be able to function adequately in rural southern Ontario.

New Website Objectives

1. Reduce our users' frustration.

A survey we conducted shows that users find our existing website big, unwieldy and difficult to navigate. The new website should provide clear, easily accessible information and resources to our users.

2. Grow healthy, missional Anglican communities.

This includes equipping and resourcing our clergy and lay leaders to facilitate growth across the Diocese. Our website should be a resource library that provides the tools our leaders and churches need.

3. Clarify and improve users' understanding of the Diocese's personality.

The Diocese often comes across as stiff and stern. A lack of trust exists between Diocesan Centre staff and the clergy and churches we serve. In its design, architecture and language, our new website should express an open, inviting, collaborative and helpful personality.

4. Engage faithfully with the world and share the gospel of Jesus Christ.

Our website should help us reach beyond our walls to tell our stories and engage with issues in the world. We want to reach out to those seeking a connection with church and provide thought leadership to our clergy, lay people and the wider community.

New Website Functionality Requirements

Standard functionality

- Allow for various type and styles of content.
- Mobile responsive.
- Link to social media feeds.
- Make sure Google Analytics is set up and easily accessible.
- Accessibility single A (striving for AA).
- Basic search engine optimization (meta tags, keywords and page titles)

Find resources

- Create a comprehensive Resources landing page that can filter by 3-5 category types to narrow down and refine the number of resources displayed.
- Include a keyword search field to search within the filtered results.
- Admin ability to organize policies, forms and documents in the back-end.

Download resources

- Enhance the design and lay out a downloads page with downloads grouped by category type. Users can filter and sort documents.
- Create a separate "downloads" post type, allowing individual downloads to have a description and file type.
- Link related downloads manually or automatically on any specific page requiring the documents.

News articles

- Customize an easy-to-read template for a specific news style.
- Feature the latest news items automatically on the home page and other landing pages, either manually selected or automatically filtered by category.

- Create separate News categories for Bulletin Board and Clergy in Motion and ensure the News page design makes it easy to identify them, separate from individual news items.

Site search

- Enhance the WordPress site search to include categorization of post type.

Events

- Simple Event landing pages with event summaries that link out to Constant Contact.
- Ensure upcoming events in general are promoted on appropriate pages.

Multilingual

- Implement multi-site or a multilingual plugin and include training on how to manage.
- Ability for particular sections or pages ([Being Anglican](#) section to start) to be available in other languages (Mandarin, Cantonese, French, Spanish, Tagalog, Tamil, Urdu).

Find a church & Find a clergy member

- Improve the overall styling of the existing implementation, using existing code.
- Enhance the page template for church landing pages and clergy landing pages.
- Import existing content.
- Integrate FileMaker database with church/clergy finder section.

Contact Us details

- Enhance the [Contacts landing page](#) to provide more information without having to search.
- Improve the overall look/feel of the page.
- Create a post type to be able to add filter options (e.g. “Get help with...” or “Area of interest”).

Social media sharing

- Use and configure sharing plugins to allow for the sharing of specific types of pages across social media channels.

Grant availability

- Create a Grants post type that allows grants to be categorized and automatically appear on specifically designated pages.

Other

- Include a page template that can function as a landing page for a section of the site.
- Promote links to [Volunteer page](#) on all appropriate pages.
- Promote links to meeting dates on all appropriate pages.
- Better promote the [signup form](#) for our digital newsletters throughout the site.
- Enhance the layout structure and design of the existing [Episcopal Area pages](#).

Website transition

- Some automation in content import.

- Train internal staff to import much/most of the content.
- Review content imported by internal staff.
- Old/new redirects for key content.

Optional Functionalities/Wish List

These are items we would love to have in our new website, depending on how they would impact the timeline and/or budget.

News articles:

- Search/filter news stories by category.
- Expiry dates for news stories featured on the home page or other pages.

Resources:

- Ability to obtain feedback on resources from users.

Contacts:

- Allow central management of staff contact information on all site pages.

Budget Details

Our budget is approximately \$60,000, including project management and creative direction fees.

Proposal Requirements

Please include the following in your proposal response:

- An overview of your firm.
- An overview of how you will meet our objectives.
- Outline of your website design and development strategy.
- Proposed timeline from kickoff to launch.
- Similar past client work, with examples.
- Client references.
- Details about your team members who will be assigned to this project.
- Any key differentiators about your firm.
- Pricing with key elements line-itemed, including any recommended services not included in this RFP.
- Terms and conditions.

If the Diocese requests a product presentation, vendors should be prepared to conduct the presentation at the Diocesan Centre in downtown Toronto. The presentation will give vendors an opportunity to answer detailed questions regarding their proposals.

Irrevocable Offer

The Proponent hereby acknowledges that offers contained within its response to this Request for Proposal shall remain open for acceptance by the Diocese for a period of not less than forty-five (45) days from the Due Date.

Proposal Costs

The Diocese is not liable for any costs incurred by Proponents in preparing responses to this Request for Proposal, nor for any work performed prior to official written appointment by the Diocese.

Diocesan Contact for Request for Proposal

It shall be the Proponents' responsibility to clarify any points in question with the Digital Communications Coordinator of the Diocese prior to submitting the proposal. Responses to inquiries will be forwarded to all Proponents. All inquiries must be directed to:

Name: Martha Holmen
Title: Digital Communications Coordinator
Company: The Incorporated Synod of the Diocese of Toronto
Address: 135 Adelaide St. E., Toronto, ON, M5C 1L8
Phone: 416-363-6021 (1-800-668-8932) ext. 222
Email: mholmen@toronto.anglican.ca

If a Proponent discovers any inconsistency, discrepancy, ambiguity, error or omission in this Request for Proposal, it must notify the Diocese immediately in writing. Any revision to this Request for Proposal will be issued as an addendum to all Proponents.

Schedule of Events

July 23, 2019: Issue of Request for Proposal
August 30, 2019: Due date for proposal submissions
September 2019: Selection of successful proponent
January 2019: Target website launch

Selection Process

The Diocese will not necessarily accept the lowest priced proposal or any proposal. Any implication that the lowest priced proposal or any proposal will be accepted is hereby expressly negated.

Selection

A Proponent will be selected based upon evaluation criteria developed by the Diocese, which in its sole discretion will determine the manner in which each response to this Request for Proposal meets the evaluation criteria.

Evaluation Criteria

Each response to this Request for Proposal will be evaluated by the Diocese to determine the degree to which it responds to the requirements as set out. Other factors in addition to price will be considered when submissions are evaluated. Factors to be considered will include, but not necessarily be limited to:

- Location: proponents must be local (Greater Toronto Area) and able to meet at the Diocesan Centre in downtown Toronto.
- Completeness of submission and project appreciation: responsiveness to the RFP as demonstrated by the proponent's ability to provide all the services specified as well as all other details requested in this RFP.
- Experience: the proponent's proven ability to develop websites of similar size and complexity and provide creative, thoughtful and practical analysis and recommendations.
- Resources to support delivery of the scope of service described in this RFP, including specific details about how the proponent intends to manage the process and how much time each phase is estimated to take.

Rejection of Proposals

The Diocese reserves the right to reject any and/or all proposals received. The Diocese is not under any obligation to award a contract, and reserves the right to terminate the Request for Proposal at any time for any reason, and to withdraw from discussions with any or all of the Proponents who have responded. The receipt and opening of a proposal does not constitute acceptance of any proposal.

Confidentiality

The Diocese and the Proponent agree that the content of each response to this Request for Proposal will be held in the strictest confidence and will not be disclosed to any third party without the express written consent of both the Diocese and the Proponent. Only information subject to the Freedom of Information and Privacy Act may be disclosed. The Diocese agrees to notify the Proponent should a request for information be received. Before being retained, the successful Proponent will be required to enter into a Non-Disclosure and Confidentiality Agreement in respect to all of its work on behalf of the Diocese.

Terms of Agreement

The successful Proponent will provide advisory services to the Diocese for a fixed term to be mutually agreed upon at a later date, based in part on the delivery timeline set out in the Proponent's response to this Request for Proposal.

Contract for Service

The successful Proponent will be required to enter into a written contract for service with the Diocese.