Call for Proposals:

SWCHC Website Design and Architecture Modification

Somerset West Community Health Centre
August 1, 2019

Purpose

Somerset West Community Health Centre (SWCHC) is seeking the services of a qualified web designer to modify our current website design and architecture.

About Us

Somerset West Community Health Centre (SWCHC) is a non-profit, community-governed organization that provides primary health care, health promotion and community development services using interprofessional teams of health and social service providers. These teams include physicians, nurse practitioners, nurses, social workers, dietitians, health promoters, early childhood educators, counsellors and others. SWCHC is well known for its excellent Community Health Centre (CHC) model and its professional health services team, but it has also become a leader in offering a wide range of community-building activities and advocacy programs.

Somerset West CHC has been a part of the Ottawa community since 1972. We are one of 80 community health centres across Ontario, and we specialize in serving marginalized populations. At Somerset West, 49% of our clients live in poverty, and 29% are immigrants or newcomers. We currently operate nine sites serving over 11,000 people and offer a variety of innovative community-based primary care and social services. We are community governed by a 15-member Board of directors, and have over 200 staff.

Background

The current website www.swchc.on.ca was launched in 2012. In the ensuing years we have had various individuals update the website and determine the website's content. Over the past two years we have had a variety of concerns expressed that information is difficult to find or missing from the website. Examples include hours of operation, contact names and after hours on call information.

Although we are active in various social media platforms, most people in our community rely on our website to find up to date information on programs, services and events. Our current priority is to have a streamlined website with an easy to navigate architecture and enables us to post urgent or time sensitive information (for example, service closures).

In the last two weeks of June, we surveyed our website users and staff to provide information to inform the website redesign. In general, survey feedback was consistent with the previous feedback – the website is "just okay." Overall, 7/13 people that provided feedback through the website or 53% identified that the website met their needs either extremely or very well. The visual appeal of the website was rated as low with only 46% of the respondent rating the site as extremely or very appealing. A quote from our survey stated "Simplicity can be beautiful…. Your site could benefit from a cleaner, less cluttered appearance."

Information was also collected from our staff. Only 10/33 or 32% identified that the website meets their needs extremely or very well. Overall the site was not considered to be very appealing. When asked if they trust information on the website only 13/31 or 44% responded "a lot" or "a great deal." The lack of trust can most likely be attributed to stale information on the website.

Project Overview

Objective

The objective of this project is to redesign the current website and architecture and ensure that it can be easily accessed and updated by our users. This will include a transition from the Drupal platform to Wordpress.

Target Audience

Community members, families, parents, health service providers both internally and externally, funders looking to learn more about our programs and schedules

Purpose of website

- Provide community members and clients with information on key services, programs and advocacy
- Provide up to date information on events including where to access – information needs to be easily printable by either client themselves or providers to give to clients. (e.g. an interactive calendar)
- Be used as mechanism to inform public and stakeholders on privacy practices and other policies to meet our accreditation requirements
- Fulfill our obligation to funders including provincial accountability, accessibility
- Advertise job and volunteer opportunities – (via link to 3rd party site)
- Provide basic corporate information for our partners and the public on the history of SWCHC, our mission statement, board of directors etc.
- Allow for the posting of videos or other promotional material to increase brand recognition and marketing

Key principles in design

- Simple, easy-to-use site
- Clear navigation
- Modern and mobile friendly
- Fast loading
- Browser Compatible
- Ability to update and maintain internally
- Website must meet all Accessibility Standards

Scope of Work

1. Initiation Phase
- Project management
- Develop project plan for SWCHC approval

2. Design Phase
- Review site and further develop classification and system architecture

3. Website concept design
- Template mock-up on the design, colour and layout of the site template
- Draft concepts created in conjunction with SWCHC staff
- Final template is approved

4. Implementation
- The site is developed on Wordpress with images, video and content provided by SWCHC. User acceptance testing will be conducted by SWCHC and designates. Once the site is reviewed and approved by SWCHC, it is transferred to the current host servers.

Requested Timing

End Date	
Friday, September 6, 2019	Submission of Proposals
The week of September 16	Selected consultants will be asked to an interview
Initiation Date	September 23-27
November 15, 2019	Project Completion

Budget

Overall cost of the work should not exceed $10,000.

Proposal Length and Requirements

Proposal should not exceed 3 pages and include:
1. Examples of similar projects completed
2. Proposed budget, including hourly or project rates, estimated hours, and estimated additional expenses
3. Bios or resumes of project team
4. Disclosure of any conflicts of interests

Selection Criteria

The selection will be made by an internal committee. Criteria will include:

1. Demonstrated understanding of goals/purposes of the proposal
2. Demonstrated knowledge of environment/approach
3. Qualifications and experience with similar sized projects
4. Cost

Deadline

The deadline for proposals is **September 6, 2019.**

Contact Information

If you have questions on the proposal please contact Natalie Eedson, Executive Assistant at needson@swchc.on.ca.

Proposal should be submitted via email to:

Somerset West Community Health Centre
55 Eccles St., Ottawa ON
Attn: communications@swchc.on.ca
613-238-8210

If at any stage in the selection process you require special accommodation, please let us know the nature of the required accommodation.

Somerset West Community Health Centre is an equal opportunity employer who values the diversity of individuals in our programs and services.

Due to the high volume of applicants, we can neither confirm receipt of nor respond to inquiries regarding your application. Only candidates selected for an interview will be contacted.