



LONDON & MIDDLESEX
COMMUNITY HOUSING

Request for Proposal

Website Design

Proposals will be received until March 5,

2021

REQUEST FOR PROPOSAL

I. General Information

Project Objective: This RFP is for design and development services for a new website for London and Middlesex Community Housing (LMCH).

Issuing Organization: London & Middlesex Community Housing
1299 Oxford Street East, Unit 5C5
London, ON N5Y 4W5

RFP Issued: February 23, 2021
Responses Due: March 5, 2021

The intent of this RFP is to solicit proposals with an honest intention to award a contract. However, Imch reserves the right to reject any or all proposals.

Project Objective: This RFP is for design and development services for a new website for London and Middlesex Community Housing.

Contact for Further Information: Jordan Heuvelmans
Communications Coordinator
519-434-2765 ext. 237
websiterfp@lmch.ca

II. Summary

London and Middlesex Community Housing is seeking a website development firm for the creation of our website. This website will encompass LMCH's commitment to its mission and vision as well as provide a viable source of information for tenants, community partners and other stakeholders.

III. Background

LMCH is the largest social housing landlord in the City of London and Middlesex County. LMCH provides safe, modest and affordable community housing in a respectful and fair manner to low income households of London and Middlesex County on a rent-geared-to-income (RGI) basis. We envision healthy homes and communities in London and Middlesex. Leading by example, LMCH will help make a difference and positively impact lives using housing as the foundation.

Operating as an independent local housing corporation under the *Housing Services Act, 2011* and governed by a board of directors, LMCH provides 3,282 homes to about 5,000 seniors, parents, children, singles and persons with special needs. LMCH's properties are owned by the City of London as its Sole Shareholder and include high rise apartments, low rise apartment buildings, town homes, row housing, and detached homes throughout the City of London and Middlesex County. Made up of 56 full time staff and 42 resident contacts, our staff performs within the framework of our guiding values and beliefs to provide affordable, sustainable homes to members of London and Middlesex County. LMCH is governed by a board of directors comprised of local business and community leaders who set LMCH's strategic direction and oversee operations.

IV. Our Audience

Our primary audience is our tenants. Many of our tenants are tech-savvy and have access to different resources such as tablets, cell phones and computers. Predominately, they rely heavily on their mobile devices for web searches. We require information to be available according to AODA standards and by using plain language. We also have a corporate audience that consists of Staff, Board Members, Partners, Vendors, Shareholders of the City, and the General Public. We need to encompass an overview of our corporation while offering specific information such as employment opportunities, tenders, etc.

V. New Website Objectives

Our objective for this website is to create a functional, flexible website that meets our current and future needs. We must be able to effectively communicate to all of our audiences on multiple platforms. LMCH is also investigating 3rd party add-ons for our ERP system. We would like to be able to have a website that allows our users to fill out online forms.

The existing website meets many of LMCH's requirements. The most significant is the lack of a robust CMS that will allow LMCH staff to add pages as well as update content easily and quickly.

VI. Current Website

Our current website, <http://www.lmch.ca/>, is 3 years old and does not currently serve our needs. The design does somewhat reflect our image, however the navigation is not intuitive. Our employees that have used this website find it hard to navigate and find information. Overall, it lacks a clear path for our visitors to find what they need/want to see.

We do have staff who actively update information on our website, as such; much of the data is current and relevant.

VII. New Website Functionality Requirements

Our new website will need:

- Functional design to work across a variety of devices
- An easy-to-use and non-proprietary content management system (CMS)
- Intuitive navigation
- Clean and focuses design
- Search Engine Optimization best practices
- Clear text and images with literacy challenges in mind
- Social media integration (share buttons, follow buttons, etc.)
- Ability to integrate with 3rd party data sources (RSS, etc.)
- Multi-language piece
- Security
- Intuitive website forms

VIII. Optional New Website Functionalities/Wish List

While desirable, the following will be dependent on their impact on the projects timeline and budget. Please provide separate costs and note any additional design or development time required.

- Homepage video
- Interactive map of housing locations
- SEO work
- Tenant and Corporate portals with interactive commenting system

IX. Proposal Requirements

Please include the following in your proposal response:

- Overview of your company and/or experience
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Recent design & development examples
- References
- What differentiates you from other applicants
- Pricing with optional elements line-itemed
- Terms & conditions
- Options for ongoing website development support

X. RFP & Project Timeline Details

RFP Sent: February 16, 2021

Response Due: March 5, 2021

Project Completion Target Date: Early Summer 2021

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Jordan Heuvelmans (519) 434-2765 ext *237 or websiterfp@lmch.ca. Please submit your completed RFP to websiterfp@lmch.ca.