

Ontario SPCA and Humane Society

Request for Proposal

Website Redesign Project

RFP Submission Due Date:

June 14, 2024

Ontario SPCA Contact

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Executive Summary

The Ontario SPCA and Humane Society is a registered charity that has been operating for over 150 years. The Society provides care, comfort and compassion to animals in need in communities across Ontario. It values all animals and advocates to treat them with respect and kindness. The Society strives to keep pets and families together and do so through a variety of community support services, such as sheltering and adoptions, including emergency sheltering, feral cat management programs, animal transfers, food distribution, humane education, animal advocacy, and spay/neuter services.

The Ontario SPCA does not receive annual government funding and relies on donations to provide programs and services to help animals in need.

At this time, the Ontario SPCA is looking to undertake a complete redevelopment of its existing website to not only enhance the user experience but to better reflect the direction of the organization. As such, we are now accepting proposals in response to this project, with the goal to launch the new website by the end of 2025.

[Ontariospca.ca](https://ontariospca.ca)

Organizational Profile

The Ontario SPCA head office is in Stouffville, ON.

The Ontario SPCA has 12 animal centres located in Barrie, Brockville, Cornwall, Napanee, Midland, Bracebridge, Orangeville, Orillia, Pembroke, Stouffville, Sudbury and Whitby. We have two spay/neuter clinics in Barrie and Stouffville. We have a Provincial Dog Rehabilitation Centre in Peterborough. We have a satellite adoption centre in Markham. We have a mobile wellness unit permanently located in Sudbury.

We have approximately 250 employees and 788 volunteers.

In 2023, we adopted over 4,000 animals and spayed/neutered over 7,000 animals.

Purpose:

We provide care, comfort and compassion to animals in need; we value all animals and engage our communities to treat them with respect and kindness.

Priorities:

- Ensure the best possible support for animals in our care.
- Inspire healthy bonds between pets and people through accessible care, education, and community collaboration.
- Partner to influence and advocate for the welfare of animals in Ontario & beyond.

Values:

- Compassion
- Transparency
- Excellence
- Collaboration
- Accountability

2023/2028 Strategic Priorities**Focus on facilities**

- We will develop a facilities plan to ensure that buildings are safe and reliable for staff and animals in our care.

Build a Central Ontario Regional Animal Centre

- We will design and build a new facility that serves the Central Ontario Region and supports our Northern communities

Northern outreach

- We will partner with like-minded organizations and Indigenous communities to provide sustainable resources to the North.

Enhance our impact and influence in animal welfare through collaboration

- We will consider opportunities to partner and collaborate with other SPCAs and Humane Societies on initiatives that support animal welfare.

Enhance community support

- The Society will create community-based services, such as emergency boarding, feeding pets for families in need, and launching a new Humane Education program.

Develop a plan for animal advocacy

- We will collaborate with other organizations in animal welfare, advocating for policy changes and increasing awareness of animal welfare.

Pet population management in our communities

- We will strive to increase access to spay/neuter services to underserved communities.

Digital Ecosystem

Our current website was launched in 2019 and is built on WordPress - 138 published pages and 1,264 published blog posts.

Our current provincial office digital ecosystem is comprised of the following:

Website: <https://ontariospca.ca>

- /barrie, /muskoka, /midland, /orangeville, /orillia, /leedsgrenville, /sdg, /sudbury, /renfrew, /lennoxaddington, /yorkregion

Facebook: [The Ontario SPCA and Humane Society | Facebook](#)

Twitter: <https://twitter.com/ontariospca>

Instagram: [Ontario SPCA & Humane Society \(@ontariospca\)](#) • Instagram photos and videos
LinkedIn: [The Ontario SPCA and Humane Society | LinkedIn](#)
YouTube: https://www.youtube.com/user/OntarioSPCA?feature=results_main
Blog: [Blog - Ontario SPCA and Humane Society](#)
Online Store: [Paws & Give](#)
Main donation form: [Donate Now](#)

Current website integrations and external software used:

- Luminate Online – fundraising / email marketing CRM / donation forms
- PetPoint – adoption platform / animal centre CRM
- Google Analytics
- Clym – cookie capture
- Gravity Forms – all website forms
- Short Stack – spay/neuter registration
- Better Impact – volunteer CRM
- New Mode – advocacy software
- Bookio – humane education registration

2023 Website Stats:

Avg monthly users – 143,300
Avg monthly returning visitors – 24,753
Avg monthly pageviews – 725,376
Avg monthly time on site – 1:24
Top three pages visited every month – Adopt, Homepage, Spay/Neuter
Sum of all users in 2023 – 1,719,599 (272,282 unique users)
Sum of all pageviews in 2023 – 7,203,438

Website Audiences:

External – adopters, donors, volunteers, supporters, advocates, spay/neuter clients, educators, event attendees, corporate partners, social service agencies/municipalities, media, lost an animal, looking to learn, searching for job opportunities, needing community support services, students, parents

Internal – staff, volunteers

Project Overview and Objectives

The purpose of this project is to redevelop the Ontario SPCA website utilizing best practices, with one provincial website, feeding 12 animal centre sites. We want a visual, clean, easy-to-navigate, mobile-first website, that highlights our main calls to action and how you can support. We want this website to have a strong focus on being donor-centric.

The Ontario SPCA does not receive annual government funding and relies on donations to provide programs and services to help animals in need.

We will look to your agency's experience and expertise when it comes to what back-end system the website should be built on. We do require a robust back-end CRM system so our small internal team can keep the website updated post-launch.

High-level goals for the new website:

- Enhanced adoption experience
- Enhanced donor experience
- Enhanced spay/neuter registration experience
- Attract potential corporate partners/sponsors
- Enhanced educational experience for teachers, students and parents
- Increased traffic – through SEO best practices
- Attract volunteers, donors, employees, supporters
- Be a go-to resource for animal wellbeing
- Increased site visit duration
- Increased pageviews
- Increased conversion rates for our priority CTA
- Decreased bounce rate
- Improved user experience
- Increased donations through the website
- Increased e-news sign-up
- Easy navigation, utilizing a mobile-first design
- An enhanced visual experience
- Increased blog readership
- Increased revenue generation opportunities
- Address our users' needs efficiently and effectively

Below we have laid out some ideas for the functionality of specific areas of our website but will rely on the chosen agency for their recommendations and expertise.

Animal Centre Sites

The provincial website will feed 12 individual animal centre sites/replicas. We would like the 12 animal centre sites to be IP-based, where the homepage of your closest animal centre pops up when you visit ontariospca.ca. We also want the option for users to be able to search for our other locations or visit the provincial site.

A user's IP address would also impact the animals shown for adoption, volunteer opportunities, employment opportunities, local events, enews sign-up form, donation form, wish list and contact page.

We would like each animal centre homepage to have the same layout as the provincial site but would like to be able to change the main nav as well as the copy and images displayed on each location's homepage. For instance, some of our animal centres hold animal control or municipal pound contracts. They will need a new page added to their main nav that directs people to that information, but that doesn't need to show up on the provincial site or the other 11 animal centres sites. Each animal centre

has local sponsors/donors they will want to feature on their individual homepages. They may want to feature a location-specific urgent appeal for an animal's care or a local event.

We would like the ability to add something to the provincial homepage/website and have it pushed out to whichever sites we choose – for instance a video on the homepage or a featured blog – add once, display on all.

Adoption Page

The main reason people are currently visiting our website is to view animals available for adoption. We are looking for technical and visual ways to enhance this experience as well as interest our users in visiting other areas of our website.

Some of our hopes for the functionality of the new adoption section of the website include:

- Visual tags/icons that we can add to any adoption profile that say things like 'Adoption Fee Covered', 'In Foster', 'Staff Pick', 'Transferred Animal', and 'VIP'. These will correspond to mapped fields in our adoption software, PetPoint.
- The adoption page will filter/display pets near you, based on your IP address but then you can also view all pets available.
- Within the adoption profiles section, we'd like the ability to insert ads with various CTAs – urgent appeal, enews sign-up, tribute gifts, donate (integrating with our Luminate software). The ads would be the same size as the animal adoption profiles.
- When you click on an animal's adoption profile, include large images/videos, description of the animal, adoption fee, animal location, ability to donate towards care, social share options and next steps - if you're interested in adopting that animal (adoption form and contact info).
- We'd like a 'Learn More' carousel section at the bottom of the Adopt page to showcase other pages on the site or highlight certain blog posts that relate.

Humane Education Section

Humane education is an important part of what we do. Our humane education program is called [AnimalSmart](#). We want this AnimalSmart area of the new website to function as a resource section for educators/parents and kids, with a different visual approach for each. This section of the website would have its own page templates.

We would like a parent/educator section and then a kid-friendly section. For the kid's section, we are hoping for a very bright, fun, engaging, dynamic area to host videos, image galleries, colouring/activity downloads, fun facts and ways to get involved – geared towards a primary school audience. For the parent/teacher section, an organized and engaging space to learn about AnimalSmart, download resources, sign up as a volunteer or register for a classroom presentation (through Bookio).

New Website Features

Here are some of the features we would like to include on the new website:

- Embedded videos
- A blog – includes a place to display internal ads on the blog homepage and in each individual blog post itself
- Testimonials
- Sliding banners
- Lightbox with embedded form capabilities – can be placed on any page with specific CTA
- Ability to add different banners for mobile vs desktop on each page
- Intuitive/clean navigation structure – ex. highlight three main CTAs and the rest live in a hamburger menu
- Robust search capability across the site and within the blog
- A back-end / CMS that is easy for a small in-house team to manage and update content
- More places to add imagery – visual storytelling
- ADP career page – searchable job postings
- Large above-the-fold homepage video banner but also the option to just have a sliding image banner
- A static 'Support Us' icon pinned to scroll
- Ability to support a live kitten/puppy cam
- Embedded forms – donation, registration, advocacy, contact us, sign-up
- Interactive pages with moving/animated elements
- An urgent appeal page laid out similar to this - <https://medical.sPCA.bc.ca/>
- Related blogs pulled into the footer of internal web pages
- Display impact numbers in a visually dynamic way, ex. a count-up
- A built-in redirect system (currently use Yoast SEO)
- Embedded e-news sign-up forms that can be placed on any page and link to specific/individualized lists in Luminate. Same with donation forms.
- French translation widget/plug-in
- Find your location in the top nav
- New website page wrappers for our donation forms in Luminate
- Must meet all AODA Compliance Standards
- Must ensure cyber security and privacy laws/best practices
- Ability to replicate the site for any future animal centres

Scope of Work

- Content strategy
- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)

- Back-end coding (CMS, 3rd party APIs, custom software/features)
- Mobile device optimization
- Accessibility
- Testing & quality assurance
- Back-end training
- Ongoing website maintenance and support post-launch
- Web hosting/recommendations (Canadian servers)
- Content management system
- Third-party software integrations – see integration list above under Digital Ecosystem
- Page wrappers for Luminate

Web Design Examples

BC SPCA – we like their [adoption page](#) and their [urgent appeal page](#) and would like something similar on our new website.

World Animal Protection – we like their [advocacy centre layout](#) and [embedded advocacy campaigns](#).

Sick Kids Foundation – we like their clean [main navigation](#).

SPCAI – we like their [main banner](#) and interactive elements.

[PBS KIDS](#) – we like their fun/dynamic/interactive children’s section.

[Born Free](#) – we like this donation page layout.

<https://wwf.ca/donate/philanthropy/> - embedded donation form and enews sign-up form at the bottom.

Project Timeline

Action	Date
Receive RFP submissions/answer RFP ques	May-June 14, 2024
Choose a new website development partner	July 31, 2024
Begin website development	Q4 2024
New website launches	Q4 2025

Proposal Guidelines

To be considered for the Ontario SPCA Website Redevelopment Project, Bidders must work for a Canadian-based company, charge in CAD and include the following in their proposals:

- A timeline to guide the completion of the project.
- A corresponding budget for the work outlined in your proposal.

Agency

- Please tell us a brief history of your agency.
- Please tell us about a maximum of three of your agency's proudest achievements in the last three years. Please include why and any results.
- Provide us with information regarding the composition of the agency's team, including their skills, experience, and the number of team members.
- Please describe how your agency meets the experience and minimum qualifications of this RFP.
- Please describe your major strengths and any unique and/or exceptional qualities you would like to share about your agency.
- Please share your agency's privacy policy.

Relevant Experience

- Please tell us about projects in which you have overhauled websites within the last three years. Please include start and completion dates, and links.
- Please provide an example of a site that you have launched that you consider to be similar in size and scope to our website, or websites you have created for non-profit or charitable organizations.
- Please describe a time you worked with a client and were able to reimagine their website that had an impact in the marketplace and with their internal audience.
- By browsing our website, please note three items that come to mind that you would like us to consider optimizing to enhance the overall user experience.

Capabilities

- Please outline your agency's core capabilities, such as strategic planning, creative/design, analytics, project management, CX/UI/UX, front-end development, etc.
- Can you describe your approach to SEO and how you ensure that clients follow best practices as part of their regular business activities?
- Please tell us about your experience/capabilities with doing integrations into other systems, such as CRMs.
- How do you ensure that your websites are mobile-friendly and accessible to users with disabilities?
- What is the agency's experience with Google Analytics and Google Tag Manager?
- Is anyone in the agency certified with Accessibility (AODA)?

- When it comes to managing website assets, what are your agency's cyber practices and your knowledge of cyber issues? In the event of a breach, what specific cyber services does your agency offer, such as 24/7 emergency support?

General Approach & Team

- Please outline your overall approach to the scope of work, including key milestones/steps with estimated timings.
- Please detail how you plan to resource the team for this work.
- Please describe your service delivery and reporting style.
- Is there any other company/ancillary talent that you may call in to help with this work? If so, please elaborate on who they are and how you plan to work as a team together.

Client Relations & References

- Please describe a unique or exceptional experience where your work exceeded a client's expectations and the outcome. Please include examples.
- What's your recommendation/approach to onboarding us as a client?

Pricing

- Please provide your rate card for your services.

Information Security & Service Terms

- How will you ensure secure communications between the integrations and your systems?
- How do you plan to monitor and troubleshoot potential performance issues or downtime that may arise?
- Please confirm that our confidential and personal information will remain within Canada.
- Please confirm that you will follow all best practices for secure development.
- What are your recommendations for hosting? What are the estimated costs?
- Please confirm that all personnel who will have access to confidential and personal information will have undergone a satisfactory criminal background check.
- Please summarize your applicable insurance coverage. Do you have professional liability, commercial general liability, and cyber coverage in industry-standard amounts?
- Please provide details on technical controls such as patching, multi-factor authentication, and authentication in general.
- Please provide the most current SOC2 Type 2 report and/or ISO 27001 certificate for the systems and data centres from which the services are offered, including backup and disaster recovery facilities.
- Describe your information security and data protection controls and policies including any applicable information security certifications, how you segregate your various clients' data, and whether you use encryption and anonymization.

All quotations are to be irrevocable for a period of one hundred and twenty (120) calendar days from the date of closing.

Proposal Review Process

Action	Date
Deadline to submit questions regarding the RFP	May 31, 2024
Deadline for proposal submission	June 14, 2024
Evaluation of proposals to take place	June/July 2024
Winning proposal to be selected by this date	July 31, 2024
Notifications to bidders who were not selected will be completed by this date	Aug 16, 2024

Proposal Evaluation

The Ontario SPCA will rate each application based on the following factors:

- Qualifications and experience of the project team
 - Demonstrated understanding of the scope of work and suggested approach to the project
 - Artistry based on three samples of related work provided in the proposal
 - Feedback gleaned from client references
 - Capacity to perform work within timeframe and budget
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Terms of Reference

The following terms and conditions apply to this Request for Quote: (a) no party shall have the right to make claims against the other with respect to this process, the selection of any Proponent, the failure to be selected and provide the Services, or the failure to honour submissions prior to the issue of an Agreement; (b) no legal relationship or obligation regarding the procurement of services shall be created between the Ontario SPCA prior to the issue of an agreement; (c) the scope of services represent the estimated requirements at the time this Request for Quote is issued, and the Ontario SPCA may vary the scope of services; (d) Ontario SPCA may make public the names of any or all Proponents; (e) Ontario SPCA may elect not to consider a Proponent whose submission contains misrepresentations or any inaccurate, misleading or incomplete information; (f) Ontario SPCA may cancel this process at any time; (g) Ontario SPCA may elect not to procure the services that are the subject of this Request for Quote; (h) Ontario SPCA may seek subsequent information or initiate discussions with any Proponent, including Proponents who did not respond to this Request for Quote; (i) subject to obtaining all approvals that may be required, Ontario SPCA, may initiate direct negotiations for the procurement of any service with

any Proponent or Proponents regardless of whether the Proponent or Proponents responded to this Request for Quote; (j) Ontario SPCA may elect to proceed by way of open tender call where all potential Proponents, including those who did not respond to this Request for Quote, are eligible to compete for the award of a contract for the supply of any good or service; and (k) the Proponent agrees to all of the terms.

References

Provide a minimum of three (3) references showing contact names and phone numbers of existing similar web design/implementation work undertaken within the last three (3) years, including charities where possible. Please provide a brief description of the service delivered.

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