

RFP for (1) Website Migration, Hosting and Maintenance, (2) Continued Ontario Organic Directory Development, and (3) Organic Council of Ontario Brand and Web Presence Redevelopment

About the Organic Council of Ontario

The Organic Council of Ontario (OCO) is the voice for organics in Ontario. We are the only full value chain organic association operating at the provincial level. We represent over 1400 certified organic operators, as well as the businesses, organizations, and individuals that bring food from farm to plate. We work to catalyze sector growth, support research, improve training, increase data collection, encourage market development, protect the integrity of organic claims, and inform the public of the benefits and requirements of organic agriculture.

About this Request for Proposals

This RFP includes three components, and proponents may submit a proposal for one, two or all three of the components. Each component has its own budget, proposal deadline, and project timeline.

Component 1: Website Migration, Hosting and Maintenance

About this Component

OCO's website includes our Wordpress site (organiccouncil.ca) and our Statamic subdomain (directory.organiccouncil.ca), which are both hosted by a web developer who has also been working on a new custom app to replace our existing Ontario Organic Directory (not yet live). The web developer we currently work with will provide a download of the website so it can be migrated by the proponent to a new hosting service. We are looking for IT support to help us migrate our website (domain and subdomain) to a new hosting service with the following criteria:

- (A) low-cost but secure; **and**
- (B) comes with maintenance support and security options; **or**
- (C) option (A) **and** a freelance IT professional that we can work with on migrating our website to a new hosting service and any troubleshooting that comes up on a regular basis.

Proponents should also note that the custom PHP/Laravel app described in Component 2 should also eventually be hosted on the same hosting service as our website, if possible.

Deliverables:

- OCO's current website is migrated to a hosting service
- OCO's website is secure and regularly updated

- OCO's website is regularly backed up
- OCO has IT support as needed

Budget

- Initial project spend for migration and setup could be up to \$1,000
- Monthly hosting and related service fees up to \$50
- Ongoing maintenance or training for OCO staff at an hourly rate as-needed

Proposal Deadline

June 15, 2022

Project Timeline

ASAP but before September 1st, 2022

Proposal Requirements

Please send the following elements in your proposal for this project to communications [at] organiccouncil.ca.

Your proposal should include the following sections. Points and weights will be allocated as indicated in the rubric.

Proposal Evaluation Section	Possible Points	Weight	Total Points
Price	5	6	30
Recommended approach, including communication and project management plan	5	6	30
Samples or examples of recent, similar projects including a description of the work done on the project, what tools were used, the timeline, and price	5	6	30
Suitable proposed timelines	5	4	20
Experience and qualifications of assigned staff	5	3	15
Physical proximity to Guelph/Toronto, Ontario	5	3	15
Experience working with non-profit organizations	5	3	15
References/client reviews	5	5	25

Component 2: Continued Ontario Organic Directory Development

About this Component

OCO has an [online, mapped directory](#) of our members. OCO's members that qualify for a listing in the directory fall into three main categories:

- *Basic Members* are certified organic operators in Ontario. These members come to OCO as lists from certifying bodies. These lists are imported into our CRM HubSpot on an annual basis, and then those members are synced to the directory. This is a free membership.
- *Supporting Members* are businesses and organizations that support OCO with their membership dues. They may or may not be certified organic. Their information is entered into HubSpot when they sign up for membership, and then those members are synced to the directory.
- *Leading Members* are businesses and organizations that support OCO by providing us with a portion of their sales (check-off program). Their information is entered into HubSpot when they sign up for membership, and then those members are synced to the directory (same process as Supporting Members).

The goal of the directory is to connect organic and supporting businesses throughout the value chain and provide a comprehensive resource that businesses can use to support their operations. The directory is also used by consumers looking for organic and related businesses.

Our current live directory is built on Statamic, and is written in PHP using Laravel, and we use HubSpot to store all our membership information, which is imported to HubSpot from third parties (certifying bodies), and/or from members themselves. The existing directory syncs to and from HubSpot, allowing users to update their listing on the directory, and for OCO to capture those changes in HubSpot. This system meets both our membership management needs and populates the directory with member listings.

However, there are some limitations to our current directory, and we undertook a project to redevelop the directory as a custom-built application, which is currently underway, and is also being written in PHP using Laravel. We contracted with a developer who has been working for some time to create an updated version of the directory with enhanced functionality and performance. This new version of the directory is very nearly ready to launch, but we are seeking a new developer to finish the app, launch it, and maintain it going forward. There will also be work to add new features and functionality to the directory post-launch.

Interested proponents may request to view the staging site for the app currently under development.

Proponents should also note that in Component 1, we are seeking to move to a more affordable, yet secure hosting service. Hosting for the directory should be a consideration in proposals for Component 1 and 2.

Budget

- Project costs to finish and launch the app could be up to \$10,000
- Ongoing maintenance and support up to \$300/month

Proposal Deadline

June 30, 2022

Project Timeline

October 1, 2022

Deliverables

- The Ontario Organic Directory is completed and launched
- The Ontario Organic Directory is maintained and supported long-term, including bug fixes, and adding new features and functionality

Proposal Requirements

Please send the following elements in your proposal for this project to communications [at] organiccouncil.ca.

Your proposal should include the following sections. Points and weights will be allocated as indicated in the rubric.

Proposal Evaluation Section	Possible Points	Weight	Total Points
Price	5	6	30
Recommended approach, including communication and project management plan	5	6	30
Samples or examples of recent, similar projects including a description of the work done on the project, what tools were used, the timeline, and price	5	6	30
Suitable proposed timelines	5	4	20
Experience and qualifications of assigned staff	5	3	15
Physical proximity to Guelph/Toronto, Ontario	5	3	15
Experience working with non-profit organizations	5	3	15
References/client reviews	5	5	25

Component 3: Organic Council of Ontario Brand and Web Presence Redevelopment

About this Component

OCO is planning to refresh our brand and web presence. This may include:

- New name, logo and/or brand colours, and alignment across marketing materials, social media, organiccouncil.ca and directory.organiccouncil.ca
- New streamlined and easy to navigate website architecture
- Addition of a “knowledge base” component to our website
- An Ontario Organic branding and digital marketing campaign
 - This would include a subsite or page and promotional materials. The Ontario Organic subsite or page will include blog posts, featured social media posts, and branded videos.

Budget

\$5,000-\$20,000 depending on scope

Proposal Deadline

Accepted on ongoing basis

Project Timeline

September 2023

Deliverables

- The Organic Council of Ontario’s brand and web presence is redeveloped
- OCO’s website is optimized in terms of site architecture and plug-ins used
- OCO’s online workflows originating from the website are streamlined

Proposal Requirements

Please send the following elements in your proposal for this project to communications [at] organiccouncil.ca.

Your proposal should include the following sections. Points and weights will be allocated as indicated in the rubric.

Proposal Evaluation Section	Possible Points	Weight	Total Points
Price	5	6	30
Recommended approach, including communication and project management plan	5	6	30

Samples or examples of recent, similar projects including a description of the work done on the project, what tools were used, the timeline, and price	5	6	30
Suitable proposed timelines	5	4	20
Experience and qualifications of assigned staff	5	3	15
Physical proximity to Guelph/Toronto, Ontario	5	3	15
Experience working with non-profit organizations	5	3	15
References/client reviews	5	5	25