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Section I. General Information

A. Introduction

Dixon Hall is seeking proposals from a qualified **Website Developer** to rebuild the organization’s website. Our goal is to partner with a provider who can help us serve and support a vulnerable and diverse population and make the community aware of our services and activities.

B. Background

Dixon Hall is a multi-disciplinary, multi-site social service organization that works primarily in Toronto’s downtown east serving more than 10,000 people annually, impacting the lives of the most vulnerable and the most at-risk members of our community.

Dixon Hall began as a soup kitchen in 1929, and since then has been steadily increasing and strengthening a diverse range of integrated services for residents of East Downtown Toronto. For over 90 years, we have been working within the community to help those at risk through effective social service programming and support to individuals and communities. We work with at-risk youth, seniors, adults with physical and health disabilities, people who need housing, individuals searching for employment, those with mental health issues, and newly immigrated individuals and their families.

C. Contract Terms

Contract will be awarded to the selected candidate with the terms of agreement.

D. Eligible Respondents

Dixon Hall is looking for website development services. The Respondent will be required to provide these services that support Dixon Hall's Marketing and Communications Campaigns including, but not limited to all operational and fundraising needs, always respecting the values and mission of the organization.

Section II. RFP and Submission Information

A. RFP Schedule

Subject to change:

February 5, 2024	RFP Announcement
February 14, 2024	Questions on the RFP
February 26, 2024	Proposals due by 4:30 pm
February 28, 2024	Evaluation
March 1, 2024	Select and Award Contract

B. Submittal Procedures

Proposals will be accepted prior to the due date, from 9:00 a.m. to 4:30 p.m. Monday to Friday, at the Dixon Hall’s centre at 188 Carlton Street, Toronto. Respondents should submit an electronic copy to Dixon Hall at RFP@dixonhall.org no later than **February 26, 2024, by 4:30 pm**. All proposals must be complete. Incomplete proposals may not be reviewed. Time-stamped receipts will be issued as proof of timely submittal. Faxed proposals will not be accepted.

C. Contact Persons, Inquiries & Responses

Respondents are strongly encouraged to submit all questions and comments related to the RFP via e-mail to Shenaz Jeraj at RFP@dixonhall.org no later than **February 14, 2024**.

Section III. Scope of Services

A. Overview

Dixon Hall manages different programs for homeless individuals, newcomers, seniors', employment services, Children and Youth etc., with a daily service to the community. For this reason, the developer is required to comply with the needs of the diverse community it serves.

B. Web Development Services

The expected Website Developer is required to deliver the following service:

Modern Website Functionalities:

- Mobile responsiveness and compatibility across various devices.
- Intuitive navigation and user-friendly interface.
- Engaging and dynamic design to reflect Dixon Hall's mission and values.

Integrations:

- Seamless integration with our existing CRM and database systems, ensuring a unified view of user interactions.
- Social media integration for improved community engagement and sharing capabilities.
- Integration with third-party tools and platforms as required. This includes but is not limited to merchants and payment gateways.

AODA Compliance:

- Ensure compliance with the Accessibility for Ontarians with Disabilities Act (AODA).
- Provide features such as alternative text, keyboard navigation, and other accessibility best practices.

Multiple Language Options:

- Support for multiple languages to cater to the diverse linguistic needs of our community.
- Easily switchable language options with a user-friendly interface.

Inbuilt Forms:

- Design and implement user-friendly, secure, and easily customizable inbuilt forms.
- Forms should integrate seamlessly with our backend systems for data capture and analysis.

APIs Capabilities:

- Utilize APIs to enhance website functionalities and streamline data exchange.
- Ensure scalability and flexibility for future integrations.

SEO Optimization and Google Ranking:

- Conducting comprehensive keyword research to identify target terms.
- On-page SEO optimization for all content and meta tags.
- Implementation of SEO best practices to improve website ranking on Google and other search engines.

Training for Staff:

- Comprehensive training sessions for staff members responsible for content management.

- Training to cover website maintenance, updating, and content addition.

Section IV. Additional Requirements

A. General Conditions:

This RFP is not a tender and does not commit Dixon Hall in any way to select a Preferred Respondent(s), to proceed to discussions or negotiations towards an agreement, or to award any agreement; Dixon Hall reserves its right to at any time reject all Submissions, and to terminate this RFP process.

B. Respondents' Expenses:

Respondents are solely responsible for their expenses in preparing and submitting Submissions and for any meetings, negotiations or discussions with Dixon Hall or its representatives and contractors relating to or arising from this RFQ.

C. No Contract

By submitting a Submission and participating in the process as outlined in this RFP, Respondents expressly agree that no contract of any kind is formed under, or arises from, this RFP before the signing of a formal written contract or agreement for services.

D. Conflict of Interest:

A Respondent shall disclose in its Submission any actual, perceived, or potential conflict(s) of interest and existing business relationships it may have with Dixon Hall, its elected or appointed officials or employees.

E. Disclaimers/Limitations of Liability:

Dixon Hall, its employees, agents, contractors, and volunteers expressly disclaim any liability for representations or warranties expressed, implied, or contained in, or for omissions from this RFP package or any written or oral information transmitted or made available at any time to a Respondent by or on behalf of Dixon Hall. Nothing in this RFP is intended to relieve a Respondent from forming its own opinions and conclusions in respect of this RFP.

Dixon Hall, its employees, agents, contractors, and volunteers will not be liable to any Respondent for any claims, whether for costs, expenses, losses, damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by a Respondent in preparing and submitting a Submission, or participating in negotiations for a Contract or agreement for services, or other activity related to or arising out of this RFP. By submitting a Submission, each Respondent shall be deemed to have agreed that it has no right to make such claims.

Section V. Evaluation and Selection Procedures

A. Evaluation Process

All proposals will be evaluated against the guidelines provided within the Evaluation Criteria section. Care should be taken to ensure that sufficient, specific information is provided so that an informed evaluation can be carried out in each area where points are awarded. The reviewers should only include information relevant to the required services. The Evaluation Team may, at its discretion, invite some or all the Respondents to appear before the Evaluation Team to provide clarifications on their submissions.

B. Evaluation Criteria

The proposals will be evaluated on the Respondent's ability to provide Website Development services as defined in this RFP's "Scope of Services" and on the submission and completion of all requested documentation as defined. The minimum threshold criteria will consist of the following:

- The proposal meets the Scope of Services described in Section III of this RFP.
- The Respondent has demonstrated administrative and programmatic capacity to operate and manage the proposed project.
- Proposal review does not reveal any serious issues that would raise concerns about the ability of the respondent to fulfill contract requirements.

Dixon Hall has created an evaluation criterion that will be used to evaluate each vendor's proposal. Evaluation categories are as follows:

- Modern Website Functionalities
- Architecture
- CSS and Backend Tech
- Integrations
- AODA Compliance
- Multiple Language Options
- Inbuilt Forms
- APIs Capabilities
- SEO Optimization and Google Ranking
- Training
- Responsiveness and Adaptiveness
- Communication
- Full-Stack Development
- Migration plan for the database

C. Selection

Selections will not be final until Dixon Hall and Respondent have fully negotiated and executed a contract. Dixon Hall assumes no liability for costs incurred in responding to this RFP or for expenses incurred by the Respondent in anticipation of a fully executed contract.

Selected vendors will be requested to provide examples of their work portfolio and customer references. Vendors will be advised of the need for such activities and arrangements will be made for mutually agreed upon dates and times.