



## **Request for Proposals: Update to ACAP Cape Breton Website**

### **INTRODUCTION**

ACAP Cape Breton is a non-profit environmental organization with an office in Sydney, Nova Scotia. We offer the knowledge that Cape Bretoners need to make greener choices, and works directly on practical solutions that help protect and restore our natural environment.

ACAP Cape Breton maintains a public website to share information about the organization and the programs we offer. In order to update the overall website aesthetic and improve user experience, we are seeking an independent contractor (individual or organization) to support a complete website redesign.

[Acapcb.ns.ca](http://Acapcb.ns.ca)

### **BACKGROUND**

The ACAP CB website is maintained internally by project staff. The site, [acapcb.ns.ca](http://acapcb.ns.ca) is hosted through wix.com. Very few functionality or feature updates have been made to the site in the last several years. The main challenge is the initial landing page which needs aesthetic and functional/design improvements. We are also seeking advice on navigability across pages. Simplified ability to update or make additions is a high priority for us.

ACAP Cape Breton's current audience includes:

- Members of the public seeking specific program information
- Educators accessing the Education portal
- Community partners
- Media

The current website presents a number of challenges:

- Main landing page is aesthetically outdated, is overly static and does not give expanded organizational info (Highest priority for update).
- Unwieldy site architecture with numerous dormant pages
- Lack of uniform branding and seamless design.



### **Deliverables**

- Kick-off meeting & brief workplan
- Brief Website strategy including key features
- Website design and creation of final assets, with working files
- Inclusion of accessibility measures
- Training of key staff for website maintenance

### **PROPOSAL SUBMISSION INSTRUCTIONS**

All proposals shall be received by the ACAP Cape Breton no later than 11:59 p.m. AST on June 3rd, 2022. Proposals can be emailed to Kathleen Aikens, [ed@acapcb.ns.ca](mailto:ed@acapcb.ns.ca).

Questions and requests for clarifications are welcome at the above email addresses up to 1pm on June 3<sup>rd</sup>, 2022.

### **PROPOSAL SUBMISSION REQUIREMENTS**

All proposals shall include the following information:

1. A brief proposal on how the Contractor will carry out the work, including a Project Description and Activities, Deliverables, and Rate.
2. Cost Breakdown: The proponent shall provide a detailed cost breakdown for the proposed services, showing the total cost for the performance of all services, expenses, materials, deliverables. Total cost shall be in Canadian dollars and inclusive of HST.