



Website Development for Marine Environmental Observation and Prediction Network (MEOPAR)

Request for Proposals

Deadline for Submissions: 5:00 p.m. (ATL), 7 November, 2014

Who We Are

The **Marine Environmental Observation Prediction and Response Network (MEOPAR)** is a team of outstanding, **Canadian natural and social scientists**. We're working to better understand and *predict the impact of marine hazards* on human activities and ecosystems...*and improve response*.

50+ funded, university researchers

130+ highly-qualified people...from 13 universities.

Who work with:

35+ federal & provincial partners,

50+ industrial and other partners...in Canada and beyond.

We collaborate on **14 large, multi-investigator, multi-disciplinary research projects and 14 core research activities**, but our network and projects are growing.

MEOPAR's researchers study marine hazards arising from:

- weather and climate change, e.g. storms, coastal erosion due to waves,
- chemical and biological change, e.g. ocean acidification,
- geophysical events, e.g. tsunamis, and
- direct human impacts, e.g. oil spills, ship accidents.

Our research is organized into four groups. Each requires some real estate on our site. Some projects/researchers are interconnected – so we will need to list, describe and link things. We have existing research projects and we continue to add new researchers, partners and projects regularly.

Hosted at Dalhousie University, MEOPAR is funded by the Government of Canada's [Networks of Centres of Excellence Program](#) and was established in 2012. (We need to give them credit, and link to them!)



What We Need

As a growing organization, we are looking for a company that can:

1. Build on our current design/branding to create a fresh look into a web site that meets our needs;
2. Recommend and implement a content management system that is easily updated by MEOPAR staff, including transferring some of our existing content;
3. Host our site going forward for a reasonable price, based on current needs and identified future growth;
4. Share our philosophy that a web site is never “done” and will continue to evolve as MEOPAR grows.

Specific Requirements

We are looking for a team to partner with us to create a functional, yet attractive web site. We've listed some additional information on our requirements below. However, we welcome suggestions or modifications that could serve our objectives. We understand that, based on the core strengths of your company and our needs, you may want to subcontract to other firms or purchase off-the-shelf software. However, we do request that you coordinate all subcontractor relationships and ensure the appropriate integration of all software.

Key components we require in our new web site are:

- Site in both official languages;
- Display adapts for a variety of formats (phone, tablet, etc.)
- Events calendar that can accept submissions from multiple sources outside the organization, but require MEOPAR staff approval before being posted;
- Secure members-only login area;
- MEOPAR members can self-register (fill in their own information), but must be approved by MEOPAR staff before being able to access the members-only site;
- Ability to link to and/or insert video and photos onto any page;
- News section that allows sort/search of past news pieces and logical archiving;
- Link to our EventBrite
- Link to our MailChimp account to register subscribers
- Site optimization for search engines;
- Content tagging and advanced search capacity;
- Automatic site map creation;
- Integration with Google analytics and ability to set up custom reports;
- Retain rights to the code.

Some 'nice-to-have' features for future use are:

- Ability to create/host forms so that members can login to report on accomplishments, survey responses or other statistical data;
- Ability to 'auto-fill' for forms/search pages;
- Social media integration, e.g. Twitter, LinkedIn, RSS feeds and other best practices – we appreciate your input on this based on our current and identified future needs.

Content Management System

Our site needs to be more flexible and we need you to develop the appropriate architecture. Of key importance is the content management system that will meet our needs and allow staff to easily update content, security, and potentially add new features. Our preference is an open-source CMS such as Joomla, Drupal or WordPress. We are looking for a creative approach with visual appeal that effectively shares information with people visiting our site.

You will provide any additional graphics and any photography and/or design elements. Based on your final proposal we will work together to confirm final responsibilities for the site text.

From a creative perspective, sites that we like include:

www.biofuelnet.ca

www.grand-nce.ca/

<https://cystinosis.org/>

www.ibio.org

www.inovio.com

Site administration: MEOPAR staff must be able to update our site without outside support. For example, adding new content (reports and presentations, staff bios, photos), updating current events or news articles, adding video or photographs and managing other content on the site.

Hosting: Our current public site is small in content and traffic. We intend to grow it significantly in the next few years, in both content and in the number of visitors. We would like to have one hosting arrangement, with one organization that can take over our domain name management as well. On top of this we will also require costing on monthly or yearly fees for a payment gateway.

Secure login area: The secure section of our website needs to allow MEOPAR members access to download and share confidential documents and contact information.

Target Audience

MEOPAR Members
Industry
Media
Government
Community stakeholders
University students & faculty

Timeline

The following dates are anticipated milestones – there is some flexibility around the interim milestones, but less flexibility around the final delivery date.

RFP Released:	24 October, 2014
Discussions with applicants:	27 October–7 November, 2014
Proposals submitted:	7 November, 2014
Final selection:	14 November, 2014
Pre-Beta site:	2 January, 2014
Beta site:	9 January, 2014
Site testing and debugging:	16 January, 2014
Final site delivery:	30 January, 2014

Elements of your Proposal

Please submit a proposal of 8 pages or less (not including samples of previous work or firm brochures) that:

- Reviews your understanding of our needs;
- Confirms that you are able to work with us on the areas we have described – or suggest improvements to the process;
- Provides an outline of your approach to this project;
- Outlines your relevant experience as a company and the individuals responsible for this assignment;
- A detailed breakdown of component costs. Please ensure costs cover the entire process from design integration to going live;
- Estimated costs for the purchase and integration of the CMS and any additional tools;
- Provide hourly rates for staff for any other ad hoc work and estimated hours required on an average month (e.g., website modifications, graphic design/layout, troubleshooting).



- Please provide examples of other sites you've created, and/or examples of features that would be applicable for our needs.

We will select the firm that we think best combines the following attributes:

- The capability of meeting our needs creatively, in a manner suited to our objectives;
- A track record of meeting deadlines;
- A fair and affordable price.

Deadline for Submissions

Deadline for response is 5:00 pm Atlantic, 7 November, 2014. We will acknowledge receipt of, and evaluate all submissions. The top three proposals will be invited to our office to give us a 30-minute presentation outlining your proposed approach and your team's skills, the week of November 10th.

Contact

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