Children's Mental Health Ontario
Request for Proposal

Website Redesign

Issue Date: Dec 15, 2019
Submission Deadline: Jan. 7, 2020

Company Overview

Children's Mental Health Ontario (CMHO) works to identify and develop solutions to important policy issues affecting the child and youth mental health sector. We represent approximately 100 accredited children's mental health agencies that provide treatment and support to infants, children, youth and families. This includes targeted prevention, early intervention, short- and long-term counselling and therapy, and intensive services for those with complex and/or persistent mental health issues.

Project Overview

Children's Mental Health Ontario (CMHO) has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the redesign of CMHO's website (www.cmho.org). CMHO requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment, as well as experience in developing creative tech solutions.

There are two phases of this project.

Phase 1

The goal of this phase is to take CMHO's current website and redesign it so that it best serves our target audiences and migrate it to a platform that is simple for internal staff to manage and update. The site needs to be mobile-friendly.

Our top priority is providing resources and helpful information to families of children with mental illness, as well as establishing credibility with current and potential CMHO member agencies by providing valuable and relevant information, tools and news.

Phase 2

Upon migration to a new site, CMHO will begin building a new Family Care Centre portal, accessible through the main website. The new portal aims to create evidence-based resources on child and youth mental health, and leverage existing resources and the CMHO webpage. The portal will be content rich and will include video.

Target Audiences

- Families
- CMHO Members (requires secure portal)
- CMHO Board (separate secure site)
- Youth
- Government
- Media
- Sector Partners (including potential members)
- General Public

Current Website

- Built on Joomla, which is challenging for internal staff to use
- Not optimized for mobile
- Many old pages of content
- Using many PDFs
- Resource map is not functional

New Website Functionality Requirements

- Clear path through the website from whatever perspective you're entering the site (e.g. CMHO member, media, government, general public)
- Staff must be able to add and edit pages easily
- We need a public facing website AND secure site for CMHO members and board. There will be plenty of cross over on secure and public sites and adding content needs to be easy i.e. content can automatically populate both sites on command rather than staff having to upload to public and secure sites separately.
- CMHO members can easily edit and populate their public facing web profiles through our site. They will also post jobs and events.
- Improved donation function and automation (ie alert generated when donation received, automated thank you message, as well as the financial systems integration pieces listed below)
- Accurate and agile search function throughout both public facing and secure portal (e.g. members can search for, and easily find, CMHO policy paper based on keyword).
- Easy for parents to find resources
- Mobile friendly
- Option for building in CMHO conference and event pages, registration and payment
- Have a useful/functional map to help people find services and resources across Ontario

New Website Wish List

- Staff Training
- User Manual
- Financial Systems Integration (e.g. online donations/purchases recognized by accounting system – generate workflow for accountant)
- Improved conference registration options
- Options for CMHO member agencies to use CMHO content automatically on their sites

Scope

Phase 1

- Liaise with CMHO staff/contract staff
- Build website mock-up, including branding guidelines and define which pages will host what information
- Recommendations on platform, ie, Wordpress
- Choose template that can be changed and modified
- Build individual pages

- Ensure website is mobile-friendly
- Install google analytics, Facebook pixel
- Upload all copy including word copy, images, videos, graphics, PDF documents
- Moving approximately 30-40 pages of content from the existing site
- Create demo site
- Make modifications to demo site
- Launch final site

Phase 2 – Family Care Centre portal

Overview

- Leveraging CMHO's website, we will curate content that is found across the internet to ensure that families can find the help they need where they need it. There is a tremendous amount of information available online, but it is difficult for families to find, understand and have trust that the information is both accurate and evidence based.

The challenges the project seeks to address:
- How do we help parents?
- How do we help parents get information they need, as opposed to having tons of information spread across the web that they have to search for?
- How do we simplify information and make it accessible to parents, in a way that is truly meaningful to parents?

Challenges inherent to the project:
- What challenges do families face in gathering helpful information and what tech solutions exist to resolve those.
- How do we make sure parents have the right kinds of information presented in a way that is easy for them?
- How do parents connect with the information we have?

The web portal will include:

- A family guide to getting good care, including support for children, families, and parents
- The steps to finding the best professional, team or program
- Provide evidence-based information for families to support their children who are struggling
- What parents should know about common mental health issues like anxiety and depression
- How to support a child or teen with one specific mental health issue (to be developed in later phases):
- Anxiety
- Information should be broken down based on age of child, for example:
- Where to find help

Overall project outcomes:

- Improved navigation for families to find the information and supports they need related to child and youth mental health
- Resource for providers, schools, community agencies and others to refer families when they have

questions about child and youth mental health

Scope

- Liaise with CMHO staff/contract staff
- Provide strategic guidance and support in developing this new portal
- Consider tech solutions that may be used in ongoing phases to help simplify process of giving families information they are looking for
- Build portal pages mock-up, incorporating new brand guidelines
- Choose template that can be changed and modified
- Create individual pages – the site will start off slim, but it must be able to handle robust amounts of future content
- Upload all copy including word copy, images, videos, graphics, PDF documents
- Create demo site
- Make modifications to demo site
- Launch final site

Proposal Requirements

The consultant will provide a short proposal indicating the following:

- Sample Project Plan for Phase 1 of our project (Phase 1 is a standard web dev project, so we are looking to see that you have done this before, and what your approach would be, and what timelines you require)
- Phase 2 is a new project in early stages. It has a potential tech development solution that will be needed to help curate content for particular users. As such, in your proposal, please include examples of previous work that shows similar approaches to content with general budgets.
- Relevant experience
- Estimated fees for the work
- Details regarding your website project management process
- A summary of website development experience
- A listing of existing client references
- Identify who will be involved on your project team, including their relevant experience and credentials
- Past experience working with member-based associations, and community-based health and social service organizations at the governance level should be noted
- Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

RFP & Project Timeline Details

Proposals are to be submitted to Iman Elzinie, CMHO, via email at ielzinie@cmho.org by 11:59 PM on January 7, 2020.

Selection will be made by mid-January.

The project is expected to be completed by March 31, 2020.

Confidentiality: **All proposals will be kept confidential.**