



REQUEST FOR PROPOSALS WEBSITE REDESIGN



REQUEST FOR PROPOSALS for Millbrook First Nation Website

Date: December 15, 2023

Contact: webredesign@millbrookfn.ca

Deadline for Submissions: January 5th, 2024

Overview

Millbrook First Nation is a vibrant and culturally rich Mi'kmaw community located near Truro, NS, with satellite communities in Newfoundland, Beaver Dam, Sheet Harbour, and Cole Harbour. Millbrook First Nation is committed to preserving and advancing its cultural heritage, promoting social development, providing excellent service to its members, and fostering economic growth.

To better serve community members and stakeholders, Millbrook First Nation is seeking to enhance its online presence by revamping its current website. Millbrook First Nation is requesting proposals from qualified website designers and developers. The ideal and preferred contractor will work closely with a Millbrook First Nation-appointed Website Redesign steering committee to bring this project from vision to completion, guiding us to incorporate our goals into that vision with their expertise, and technical capability.

This RFP (request for proposal) includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon further review, by contractor recommendation and / or with research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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A Guide to this RFP

This document outlines our vision for the new site, highlights challenges with the current one, and includes background information about our organization. It proposes an outline for organizing the new site's content and mentions desired technologies. While we provide these details, we acknowledge that we do not have all the answers. The successful contractor will propose ways we can improve the website to address our stated goals and perceived pain points. We seek a contractor with industry expertise, technical capability, and strong client relations to contribute their ideas and guide us in aligning our goals with our vision. Millbrook First Nation seeks a candidate with knowledge of and cultural sensitivity towards First Nations culture and our way of life. Preference will be provided to qualified Indigenous-owned, operated businesses, or freelancers. Experience working with Indigenous communities will be considered an asset.

About Millbrook First Nation

- The current Millbrook First Nation Website can be found at www.millbrookband.com.
- Millbrook First Nation is a Mi'kmaw community comprised of 900+ members living on-reserve and over 1300 members living off-reserve, including remote satellite communities (Newfoundland, Beaver Dam, Sheet Harbour, and Cole Harbour), with specific concerns regarding access to information.
- Millbrook First Nation is governed by a Chief and Council comprised of 13 elected officials.
- Millbrook First Nation Administration is an organization providing a range of essential services to its members living both on and off-reserve, including: Housing, Social Services, Healthcare, Emergency Services, Education Services, Employment Services and Training, as well as Senior and Youth Programs.
- Millbrook prides itself on generating economic growth and development, which is reinvested in the community, fuelled by key operations such as the [Millbrook Power Centre](#) and Millbrook Fisheries.

- The Millbrook Cultural and Heritage Centre, is a landmark along Nova Scotia's highway 102, boasting a 12-metre tall statue of Glooscap, currently pictured on the MFN website. The Centre falls under the authority of Millbrook First Nation administration, and is a hub for community activities, tourism and promoting the rich history and culture of Mi'kmaq in the region.

Project Overview

As a medium-sized organization serving a community of approximately 2200 members, Millbrook First Nation Administration recognizes the need for a more user-friendly layout of information, intuitive navigation, and the development of microsites for specific administration departments. The growth of services offered to members, community aspirations, and the current information age necessitate a website improvement.

Beyond functionality, the website should embody a revamped look and feel that mirrors the vibrant, forward-thinking nature of the community. The selected party will collaborate closely with the Millbrook First Nation team (i.e., Web Redesign steering committee: Communications Team, IT, and Executive Staff), to translate ideas and vision into technical development. A crucial aspect of the project is providing training and documentation to empower the Millbrook First Nation team to independently own, operate and manage the site and its content post-completion.

Project Goals

The primary objectives of this redesign have been identified by the Millbrook First Nation Website Redesign Steering committee, please include recommendations in your proposal to specifically address these goals.

The primary objectives of the website redesign are as follows:

- Improved Community Access: Enhance user experience and accessibility to information, forms, events, programs, services and announcements for Millbrook First Nation members and the wider community.
- Enhanced Engagement: Foster community engagement by providing a user-friendly platform for sharing news, updates, and events.

- Streamlined Processes: Simplify the front-end processes (i.e., submitting forms, applications, and inquiries to MFN administration through the website) and, the back-end processes for content management and data storage through intuitive interfaces.
- Cultural and Community Showcase: Reflect the cultural heritage, values, and future aspirations of Millbrook First Nation through visual elements (i.e., branding, Millbrook First Nation colours, cultural visual markers) and content.
- Economic Promotion: Provide a platform to promote local economic activities (Such as the Millbrook Power Centre and Millbrook Fisheries) to contribute to the overall prosperity and self-sufficiency of Millbrook First Nation.
- Modern Design: Implement a modern, visually appealing design that resonates with Millbrook First Nation audiences.

Millbrook First Nation Website Audiences

Primary Audience: Millbrook First Nation Community members living on and off reserve, and administration staff.

Secondary Audience: Millbrook & Truro Area community, other First Nations, and Mi'kmaw communities.

Additional Audiences: Public, Media, Trade and Government Partners

Proposed Sitemap

Millbrook First Nation believes that its audiences will be best served by creating a clear information layout, segmenting information by various administration departments, and providing a navigation scheme that is intuitive and user friendly. The following is a high-level outline and intent for the website's layout and sections that should be displayed prominently on the site. Recommendations for a site layout, including the following site sections are welcome in your proposal.



Millbrook First Nation Main Website Major Site Sections (www.millbrookband.com)

- Homepage (A dynamic homepage with the ability to promote new and timely information campaigns.)
- Housing
- Economic Development
- Millbrook Fisheries
- Employment, Opportunities and Training
- Millbrook First Nation Leadership (Chief & Council, Governance, Elections)
- Community Safety & Bylaw (Emergency Management, Bylaws and Policy, Special Alert System, RCMP)
- News and Announcements
- Reports and Resources (Community Consultation, forms etc.)
- Events
- Staff Team & Contact Information

Microsites

Based on the need for intuitive navigation, clear information delivery and direct service to Millbrook First Nations members, we envision the following microsites to be developed and seamlessly integrated into the main website.

Millbrook Health Centre (Microsite) – to be developed.

- Necessary for delivering up to date information on clinics, programs and facilitating online appointment bookings.

Millbrook Education Services (Microsite) – to be developed.

- Necessary for delivering time sensitive information to students, parents and educators and attracting employees.

Millbrook Cultural and Heritage Centre (Microsite) – currently www.millbrookheritagecentre.ca This existing site needs to be revamped and integrated into the main MFN site as a microsite.

- Necessary for cultural promotion and tourism, driving visitors to Millbrook and offering opportunities for economic growth through contractor e-commerce platform.

Scope of Work

The scope of the website redesign project encompasses both front-end and back-end improvements. The Scope of this project includes the Millbrook First Nation Main Website and the development/revamp and integration of Microsites as explained above.

Key functionalities and requirements within this scope include:

- Visual Design - Develop a visually appealing and responsive design that ensures a seamless experience across various devices, including mobile—this may include rendering graphic design services for the purpose of this project.
- Information Design – Revamp/redesign the website's navigation and layout for intuitive and effortless browsing, ensuring quick access to information.
- Implementing a Content Management System – that allows for easy content updates, additions, and management of the back-end database by non-technical staff.
- Integrating e-commerce and ticketing platforms (e.g., Shopify and Eventbrite), appointment booking software and a portal for students (Student portal already in development, in partnership with Dalhousie University).
- Developing Microsites – to be integrated into the main Millbrook First Nation Website.
- Training and Documentation – Support the Millbrook First Nation team with the website go-live date, and for a period of 6-months following the website's completion. This 6-month support period is to be used to provide in-depth training, knowledge transfer and documentation to Millbrook First Nation, so that staff will be fully capable of owning and managing the new site.

Technical Requirements

In your proposal, please give high-level recommendations of how you would approach this project to meet the technical requirements of the new Millbrook First Nation Website. The foreseen technical requirements are as follows:

Content Management Software (CMS)

It is important that staff can make their own content additions and build out new portions of the site with a robust and user-friendly CMS. In your proposal, please recommend potential CMS platforms. We are not opposed to building this website using WordPress, Squarespace, or comparable website platforms with an integrated CMS.

Mobile Functionality

Build a layout optimized for small screens and tablets.

Integrations

Mailchimp, Survey Monkey, e-commerce platforms such as Shopify and ticketing platforms such as Eventbrite. The Millbrook Health Centre has specific needs to integrate their appointment booking system into the new Microsite. Integration of a translation feature (i.e., a manual or automated feature, translation from English to French, and the ability to translate static website content to Mi'kmaq).

Accessibility

Compliance with Canadian website accessibility regulations – ADA & WCAG. Use of an integrated AI accessibility software such as accessiBe can be considered.

Budget

- The successful proposal will fall in our budget range of \$25,000 - \$30,000 CAD. Please demonstrate a high-level breakdown and allocation of the cost for service. If some, but not all, elements of this scope of work fit within the budget, please indicate this in your proposal for our selection committee to consider. Please organize budget allocation in your proposal under the following themes:
 1. **Theme 1: Main Website Redesign**
 2. **Theme 2: Microsites Development**
 3. **Theme 3: Training and Documentation.**
- The budget should include allocation for assets and services such as stock photographs, graphic design, illustrations, and/or software licenses needed.

Project Timeline

The timeline for this project is not to exceed 5 months. In your proposal, please give an outline of a timeline for this project and major milestones, (e.g., discovery and consultation, mockup/wireframing, testing, approval, launch, training).

Deadline to Submit Proposals	11:59 PM on January 5, 2024.
Project Start Date	February 1, 2024
Project End Date	June 30, 2024.

Criteria for Selection

Our Criteria for selection will be. There is no specific weight to each of these capabilities in your proposal, as such, a blend of each of these elements will be seen overall as a strength to your proposal.

- **Cost** – Demonstrate that themes 1-3 in the scope of work can be achieved within or close to a total budget of \$25-30K CAD, companies dealing in Canadian currency will be prioritized.
- **Indigenous**–owned, operated, Indigenous team or demonstrated experience working with Indigenous communities on similar projects.
- **Well-rounded Technical Expertise** - Previous experience in building interactive, responsive sites, with user-centered design including considerations for mobile. Attuned to trends for mobile and desktop visual design.
- **Portfolio** - Provide a sample of your work on a similar website development or redesign project.
- **Strong Client Service** – flexible and able to work as a partner with our team to realize our goals, provide training, documentation, knowledge transfer and give complete ownership and operation of the site to Millbrook First Nation team.
- **References** – Provide at least 2 references from past clients/ projects.

In addition, familiarity with the Atlantic Canada region and more specifically, Indigenous/ Mi'kmaw communities in Nova Scotia is considered an asset. This project can be completed by a contractor that works virtually. Working in the Eastern Time or Atlantic Time zones is necessary.

Format & Proposal Details

- Please Submit proposals electronically by PDF by email to webredesign@millbrookfn.ca, on January 5, 2024, by 11:59PM Atlantic Standard Time. Please ensure that all elements are included on-time in your submission, including references, work-samples, or proposed visual design/site mapping mockups. Please include an overview of your company and team including subcontractors. For freelancers, please provide a professional bio and/or CV.
- Semi-finalists in the selection process will be contacted by January 12, 2024, for an interview. Virtual interviews will take place from January 17-19. The contract will be awarded to the successful contractor by January 26. The official start date for the project will be February 1, 2024.

We thank all potential contractors for submissions, however, only the semi-finalists will be contacted.

For inquiries, please contact webredesign@millbrookfn.ca and we will do our best to respond within 24 hours.

