

# Community Power Capital Websites RFP

## 1. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

In September 2010, the Community Power Fund will launch a new investment vehicle in Ontario that will meet the most pressing financial needs of qualified, commercially viable community-owned renewable energy project development in the province.

Fund administrators require:

(a) A 'one window' Community Power Capital (CP Capital) website to maximize community financial participation and community benefit in the rise of Ontario's renewable energy sector. The CP Capital site will provide four key services: financial literacy services; financial advisory services; specialized investment funds; and fund management / fiduciary services.

(b) A 'mirror' site (separate URL) focused specifically on CP Capital Investment Products – same 'feel' and colours, slightly different layout

As reference, please refer to <http://www.pacificcommunityventures.org/> for an example of a 'primary' site (such as CP Capital), and then to <http://www.pcvfund.com/> for the 'mirror' site (such as CP Capital Investment Products site)

(c) A refreshed CP Fund site ([www.cpfund.ca](http://www.cpfund.ca)) that reflects the activities and financial products associated with the CP Fund.

Project Objectives include:

- Create (domain name) websites
- Secure domain names
- Create visual identity for the website, and 'mirror' site
- Enable featured program content and visual identity
- Host websites
- Site navigation / information architecture guidance and recommendations
- Periodic maintenance of the site may be required post-contract
- Social media tools

## 2. BUDGET

Budget for the complete list of deliverables is \$10,000 CDN.

### **3. TERMS AND CONDITIONS**

Fund Administrators must own, have full access to and have the right to customize site code.

Terms for proposal:

- i. Relevant dates: RFP submission deadline is noon on August 5<sup>th</sup> 2010 / CP Capital site live: Friday September 24<sup>th</sup> (please refer to detailed timeline in section 8) – CP Capital financial products website to launch later in Q4 2010
- ii. Proposals should be submitted via email to [info@cpfund.ca](mailto:info@cpfund.ca)
- iii. We ask that all proposals use the proposal format outlined in this RFP

### **4. BACKGROUND OF ORGANIZATION**

The Community Power (CP) Fund is a non-profit organization with a distinguished record in public policy, community engagement and financial innovation, whose mission is to be the most trusted and effective financial enabler for community owned renewable power in Ontario. Visit [www.cpfund.ca](http://www.cpfund.ca) for more information.

### **5. AUDIENCE**

There is no pre-determined and defined group of users or "stakeholders" who will exclusively visit the site, however research indicates the following target audiences will be the primary users of the CP Capital site: accredited investors, shareholders, energy coops, municipalities, farmers and landowners, institutions, non-profit organizations, urban project aggregators and individual property-owners. There will also be a media section on the site.

Primary users of the CP Financial Products site will be members of the finance and investment community, shareholders and citizens interested in investing in Community Power financial products. The entire 'front end' of the site will be accessible to the general public. In the future, there may be a database / members section to integrate into the CP Financial Products site.

### **6. TOOLS AND FUNCTIONALITIES**

- a. Desired components of the site (upon launch) include:
  - Content management system (and training for relevant CP Fund staff) including 'blog' application and social media tools

- Mailing list sign-up / unsubscribe and other typical aspects of generating and maintaining newsletter mailing lists, plus newsletter template
- Site search engine

## **7. STAFF RESOURCES**

Point of contact is Rebecca Black, Communications Director, CP Fund ([reblacka@gmail.com](mailto:reblacka@gmail.com))

## **8. PROPOSED TIMELINE**

Projected website launch date is September 27th 2010.

RFP Response: August 4<sup>th</sup>

Presentation upon invitation: August 10<sup>th</sup>

Award contract: August 13<sup>th</sup>

Initial CP Capital website design complete: September 3<sup>rd</sup>

CP Capital Financial Products 'mirror' website: September 10<sup>th</sup>

Revisions to CP Capital design: September 7<sup>th</sup> - 21<sup>st</sup>

Final: Friday September 24<sup>th</sup> for September 27<sup>th</sup> 'hard' launch

CP Capital Financial Products 'mirror' website to launch later in Q4 2010 (revisions timeline to be discussed)

## **9. FORMAT FOR PROPOSALS**

1. Executive Summary

2. Technical Volume

a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation

b. Address usability standards and testing

c. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management Volume

a. Organizational structure: communication process; including lines of reporting and any special tools used.

b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities (See section #6 above)
- b. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: ID the costs we will need to pay to develop or host the site.
- d. Hosting: ID whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- e. Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please ID whether there will be other and ongoing expenses, consulting fees, future work, etc. to complete this project.

## 5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references.