

Request for Proposals

Website Development and Design

Closing Date: May 30, 2025

Enquiries can be made by email to the Director of Campaigns and Inclusion, Navdeep Chhina, at navdeep@bikehub.ca.

Introduction

HUB Cycling is a charitable non-profit organization that has spent over 25 years removing barriers to cycling in Metro Vancouver, while cultivating active transportation's health, environmental, and economic benefits. HUB has educated thousands, motivated thousands more, and championed improvements such as [#UnGapTheMap](#) to create a connected cycling network.

HUB Cycling's mission is to get more people cycling, more often. We make cycling better through education, action and events. More cycling means healthier, happier, more connected communities. We're leading the way in making cycling an attractive choice for everyone. Read more about us on our [website](#).

Opportunity

HUB Cycling is seeking proposals to build a new website. Our current website, [bikehub.ca](#), was recently upgraded to Drupal 10.4.5, but has not had a design update in over ten years. There are 887 pages and articles on our current site that need to be migrated over to the new site. Our sitemap can be viewed [here](#).

Goals

Primary Goals:

- Increase donation revenue
 - peer-to-peer fundraising
- Increase consulting business revenue
- Increase engagement
 - advocacy
 - event registration
 - education program participation

- Showcase HUB's research
- Improve accessibility as per Web Content Accessibility Guidelines, as well as for people who speak languages other than English
- Build a reputation as a trusted and preferred resource for cycling

Secondary Goals:

- Increase newsletter subscriptions
- Online merchandise store
- Deliver online cycling education

Key audiences

1. Primarily people in British Columbia who cycle, but content should be accessible to people outside of B.C. as well
2. Primarily people in British Columbia who are considering getting into cycling but need help getting started or may have concerns about safety
3. Government staff and elected officials from municipalities, First Nations, province of BC
4. Media
5. Local Businesses
6. Property managers, real estate developers, stratas

Scope and Deliverables

The successful proponent will work under the direction of HUB's Marketing Manager.

We hope to start the project as soon as possible and launch the new website in April 2026.

The successful proponent is expected to deliver and design a website, and:

- provide input on content organization and navigation.
- provide a manual and at least two training sessions on the use of the website features, including content creation and management.
- provide support for up to three months post-launch and make configuration changes if required.
- any additional recommendations that the proponent wishes to include.

The website redesign should:

- create a fresh look and feel with a modern, vibrant and engaging design using HUB Cycling's branding.
- employ best practices and evidence-based UX strategy to surface key content.
- deliver a seamless experience across devices and screen sizes through responsive design
- deliver an accessible website according to the most recent Web Content Accessibility Guidelines (WCAG standards).
- to the degree possible, migrate legacy content to the new site.
- leverage photography and video supplied by HUB Cycling, to be incorporated into the site design.
- to the degree possible, integration with HUB Cycling's current platforms:
 - [Keela](#) CRM platform, including Raisely, Google Analytics, Groups.io, and Social Media Channels

- deliver interactive, responsive maps of cycling infrastructure (Google Maps, ArcGIS).

Budget

The total budget for the project should not exceed \$75,000, including all fees, disbursements and expenses related to the delivery of the scope. This budget should include contingencies for extra time or work needed to complete the project. As a non-profit charity, our budgets are very tight and this sort of work is hard to find funding for.

Submission

Submissions shall include the following;

1. Organization profile, including brief history, ownership structure, number of staff by profession, location of office(s) and where this assignment will be carried out.
2. Previous related experience with developing websites, with a preference for experience working for similar organizations and/or on similar projects.
3. Organization leadership structure/profiles.
4. Assignment price as lump sum, in Canadian dollars and exclusive of any applicable sales taxes, but inclusive of all other costs.
5. Project timeline, including delivery milestones.
6. Project process, including phases and deliverables.
7. Any value-add deliverables or options that are deemed useful to add to the project scope. If these carry additional costs, these costs shall be listed as separate line items in the Submission.

Quotations will be reviewed and evaluated by HUB staff. During the evaluation process, any or all of the proponents may be invited to give written or oral presentations and/or participate in interviews.

Weighted Criteria for Evaluation of Submissions	Weight
Relevant Experience <ul style="list-style-type: none"> - Demonstrated track record in creating websites for similar projects. - Familiarity with non-profits or advocacy groups or Indigenous Nations. - Proven ability to work with underserved communities, particularly disabled people and nonnative English speakers. - Preference will be given to organizations that are led by people who identify as members of racialized and equity-deserving groups or persons with disabilities, particularly those with lived experience relevant to the communities HUB Cycling aims to engage. Learn about our Equity Framework here. 	40
Approach and Methodology <ul style="list-style-type: none"> - Collaborative Process: A clear, inclusive approach to engaging staff, and potentially others. - Turnkey Solution: Ability to incorporate HUB Cycling’s unique context and strategy into existing turnkey solutions. - Comprehensiveness: Capability to address all required areas, including user 	30

experience and accessibility.	
Cost and Value <ul style="list-style-type: none"> - Affordability: Alignment with HUB Cycling’s budget while ensuring high-quality deliverables. - Value for Money: Clear demonstration of how the proposed approach will deliver tangible, impactful outcomes within the desired timeframe. 	30

Please submit all material to web@bikehub.ca before May 30, 2025. Use the subject line “Website Proposal from [company name]”.