



REQUEST FOR PROPOSALS (RFP)

WEBSITE DEVELOPMENT

1.0 SUMMARY OF WORK:

The First Nations Housing Professionals Association (FNHPA) is seeking a qualified web development and digital experience firm to lead a comprehensive redesign and redevelopment of the FNHPA website. The goal of this project is to create a modern, user-friendly, secure, and fully functional website that aligns with best practices in UI/UX design, accessibility, performance optimization, and digital security.

The new website must:

- Provide a streamlined, intuitive user experience that reflects FNHPA's brand and values.
- Include a secure member login portal with personalized dashboards, allowing members to access exclusive resources, update their profiles, and manage their accounts.
- Feature e-commerce and payment processing capabilities to handle membership fees, event registrations, and other transactions in compliance with PCI DSS standards.
- Represent all FNHPA departments and programs through dedicated sections and structured navigation.
- Be fully responsive and optimized for all devices, including mobile, tablet, and desktop.
- Comply with WCAG 2.1 accessibility standards to ensure inclusivity for all users.
- Implement robust search functionality across the site, including filtering and categorization for resources.
- Be SEO-optimized with clean code, proper metadata, and fast-loading pages for maximum discoverability.
- Support integration with third-party platforms (CRM, event management systems,



analytics tools, and social media).

- Ensure high-level security, including SSL encryption, data privacy compliance, and measures against cyber threats.
- Include a content management system (CMS) that is easy to use for FNHPA staff, enabling efficient content updates without requiring technical expertise.
- Have the capability to host and display multimedia content such as videos, webinars, and downloadable resources.

The final website should be delivered with:

- A scalable architecture to accommodate future growth and functionality.
- Performance optimization for speed and stability, even in rural or low-bandwidth environments.
- Comprehensive testing and quality assurance, including cross-browser compatibility and load testing.
- Full training for FNHPA staff on website management and content updates.

The project completion target is November 2025, and the selected firm will collaborate closely with FNHPA throughout the planning, design, and implementation phases to ensure alignment with organizational goals and member needs.

This is a Request for Proposal (RFP) and not an invitation to tender. FNHPA reserves the right to:

- a. Accept a proposal without negotiation.
- b. Negotiate changes to the technical or financial content of the successful proposal.
- c. Cancel or re-issue this RFP at any time.

The information contained in this document is proprietary to FNHPA and may not be divulged to any third party.

Proposals must be submitted electronically in PDF format to: rhoda@fnhpa.ca by close of business (4:30 p.m. EST) on Friday, October 31, 2024



2.0 BACKGROUND INFORMATION:

The First Nations Housing Professionals Association is a national not-for-profit professional association exclusively serving the needs of individuals working for or aspiring to housing management positions with First Nations organizations or those working within the First Nations Housing Industry.

This Association's purpose is to expand housing capacity for First Nations in Canada by providing leadership to support housing professionals with services such as developing, promoting, and delivering quality standards, practices, research, certification, education, and capacity development services, and networking. Services will be provided to individuals and organization members who share the purpose of the association and meet the criteria established by the Board of the association.

Housing professionals are key partners with their communities. They work with community members to help them access new homes and support them in maintaining healthy and safe homes, as well as act as an information portal on housing trends, legislation, and regulations applicable to on-reserve housing. First Nations Housing requires fully trained staff in each community. Staff need the education and experience to design, finance, build, operate, manage, and maintain housing assets. This means a national capacity-building organization is required to provide housing staff with learning opportunities to expand their competencies to do so successfully. FNHPA is the organization to lead capacity development for First Nations housing. FNHPA will help to prepare individuals to work with new knowledge and skills and assist its members and their organizations to set strategic goals, successfully implement business plans, and deliver quality housing service programs, as well as advise members, whether tenants or homeowners, within the community.

As a national professional association, FNHPA provides members with the following types of services:

- Competency and Ethical Standards
- Certification courses and examination
- Education and Training
- National Conference and AGM
- Seminars/workshops
- Website/social media/networking
- Job listing service and other career supports
- Publications
- Research
- Housing and Wellness Programs
- Website Knowledge Centre, with tools, practice, articles, reports, etc.
- Promotion of both the designation and the profession
- Awards, scholarships, and member discounts



The current Board of Directors includes:

- Tabitha Eneas, FNHP, CIL, Chair
- Rosie Charles, Secretary Treasurer
- Sasha Young, Youth Director
- Seetta Roccola, FNHP, Vice Chair
- Robin Cayer FNHP, Director
- Joanne Oskatamin-Potts, FNHP, Director
- Bonnie Delorme, FNHP, Director

B. FNHPA Mandate

The following strategic statements have been developed and approved by the Board.

Vision:

FNHPA is the centre for professional standards, certification, and other services for existing and future First Nations housing professionals across Canada.

A **mission** statement has been established to provide direction and support for FNHPA's vision.

FNHPA supports existing and future housing professionals in serving their communities by:

- ***Providing national standards***
- ***Delivering education and certification programs***
- ***Facilitating communication and knowledge-sharing***

To assist in providing greater direction towards achieving the vision and mission, goals have been established. These goals are numbered but not prioritized:

- 1. To develop capacity for housing professionals in First Nations through standard setting, certification, and training.***
- 2. To attract members to FNHPA who have a desire to obtain and maintain a professional designation.***
- 3. To engage, promote, and communicate while enhancing credibility.***
- 4. To support First Nations with timely and relevant products and services to enhance housing capacity.***
- 5. To obtain government, business, and political support and develop partnerships with like-minded organizations.***
- 6. To pursue the vision and mission in an innovative, effective, and financially responsible manner.***

*Government support includes but is not limited to: First Nations, Municipal (Regional/Local), Provincial/Territorial, and Federal.

More information on the First Nations Housing Professionals Association can be found on its website at: www.fnhpa.ca

3.0 PROJECT BACKGROUND:

The First Nations Housing Professionals Association (FNHPA) is Canada's only national organization dedicated to setting professional standards, providing certification, and offering education, resources, and networking opportunities for First Nations housing professionals. Since its inception in 2019, FNHPA has grown significantly, expanding its membership, programs, and services to meet the evolving needs of First Nations housing departments across the country.

The current FNHPA website has served as an essential platform for information sharing, membership engagement, and program promotion. However, as FNHPA continues to expand its programs—including certification, education, resources, and community outreach—there is an urgent need for a modern, fully integrated, and user-friendly website that reflects our growth and supports our future direction.

The redesigned website will serve as a central hub for housing professionals, students, partners, and stakeholders. It must deliver an exceptional user experience, meet accessibility standards, and provide robust functionality such as:

- **A secure membership portal** for account management, access to member-only resources, and personalized content.
- **E-commerce capabilities** to process membership transactions, event registrations, and online purchases.
- **Integration with learning platforms** and resource libraries to support education and professional development.
- **Departmental representation** with clearly defined sections for each program area.
- **Search engine optimization (SEO)** and **mobile responsiveness** to ensure accessibility across devices and strong online visibility.

This project is a strategic priority for FNHPA as we aim to create a digital platform that not only informs but engages and connects our community, while reflecting our commitment to excellence, cultural relevance, and innovation.

Scope of Work

The First Nations Housing Professionals Association (FNHPA) seeks to redesign and modernize its existing website to improve user experience, ensure strong technical performance, and provide advanced functionality that supports the organization's mission and strategic objectives. The new website will serve as the central hub for members, stakeholders, and partners, offering an intuitive, visually appealing, and responsive platform optimized for accessibility and usability across all devices.

Project Objectives

- Create a modern, user-friendly website that reflects FNHPA's brand and values.
- Improve navigation and content structure to make resources easy to find.
- Develop a secure membership portal for members-only content and personalized access.
- Implement transactional capabilities for membership payments, event registrations, and product purchases.
- Ensure compatibility with low-bandwidth environments, supporting rural and remote users.
- Integrate SEO best practices to increase visibility and engagement.
- Meet WCAG 2.1 accessibility standards and ensure compliance with privacy and security requirements.

Key Features & Functional Requirements

- 1. Responsive Web Design**
 - Mobile-first design optimized for desktop, tablet, and mobile devices.
 - Clean, modern, and visually engaging user interface.
- 2. Membership Portal**
 - Secure login with role-based permissions.
 - Personalized dashboards for members.
 - Access to exclusive resources, including the Knowledge Center.
- 3. E-Commerce & Transactional Features**
 - Membership subscription processing (with recurring payment options).
 - Event registration and payment integration.
 - PCI DSS-compliant payment gateway.
- 4. Content Management System (CMS)**
 - Easy-to-use CMS for non-technical staff to update content.
 - Ability to create pages, upload media, and manage resources without coding knowledge.
- 5. Knowledge Center Integration**
 - Direct access to the Knowledge Center within the new website.
 - Enhanced search, filtering, and categorization features for resources.
- 6. SEO & Performance Optimization**
 - Implement SEO best practices for higher search engine rankings.
 - Optimize site for **low-bandwidth users** in remote areas.

- Fast loading times, efficient caching, and image optimization.
- 7. Accessibility & Compliance**
 - WCAG 2.1 Level AA compliance for accessibility.
 - SSL encryption, data protection, and cybersecurity measures.
- 8. Third-Party Integrations**
 - Integration with CRM, email marketing systems, and analytics tools.
 - Compatibility with event management and webinar platforms.
- 9. Training & Documentation**
 - Provide comprehensive staff training on CMS use and website management.
 - Deliver user manuals and technical documentation for future maintenance.

Project Deliverables

- Fully redesigned and developed the FNHPA website.
- Secure membership portal and integrated Knowledge Center.
- E-commerce functionality for payments and registrations.
- Optimized navigation and search functionality.
- SEO implementation and analytics setup.
- CMS training and user documentation.
- Testing and quality assurance (cross-browser, mobile, accessibility).
- Annual hosting*

5.0 INFORMATION ABOUT THE CONSULTING/MARKETING FIRM REQUIRED OF A RESPONDENT TO THIS REQUEST FOR PROPOSAL:

The Association will require the following information from the Consulting/Marketing Firm according to this RFP:

General Information:

- Name, address, and contact person for the company or individual, along with a brief background history of the company.
- Name(s) of staff to be responsible for the services and a summary of relevant experience.

Qualifications:

- Provide work examples of website development and creation or similar projects.
- Provide three work-related client references.
- Disclose any potential conflicts of interest.



- Elaborate on the company's or individual's collective relevant knowledge and any other value-added service it can bring to the creation and development, which may not be addressed in this document.

6.0 BUDGET COSTS/SERVICE COSTS:

The proponent will include the following:

- Detailed explanation of the services the firm, company, or individual is proposing to provide to the Association.
- Breakdown of fees for the creation of the website for the Association.

7.0 REQUEST FOR PROPOSAL SELECTION PROCESS AND TIMELINE:

All proposals will be reviewed by the Communications and Marketing Manager and the Chief Executive Officer, who is responsible for the preliminary selection of the website creation firm, company, or individual. The following factors will be considered when assessing your submission:

- a. Estimate fees for the creation of the website.
- b. Breadth of expertise available and appropriateness to the Association's needs.
- c. Experience working with a First Nation Association or Organization.

