

Request for Proposals

BCCA Website Modernization 2026

Issued by: BC Co-operative Association (BCCA)

Project: Website Rebuild

Anticipated Project Start: Early October 2026

Target Launch: April 2027

Budget: \$25,000 CAD

We are considering organizations based in British Columbia only, with preference given to co-operatives.

RFP issued	August 25, 2026
Proposal deadline	September 18, 2026
Vendor selected	By October 2, 2026

About BCCA

The BC Co-operative Association (BCCA) is a membership-based organization supporting and connecting co-operatives across British Columbia. Our vision is to make co-operatives the first choice for building vibrant communities in British Columbia.

BCCA supports co-operatives through education, connection, advocacy, resources, events and other services that strengthen the co-operative sector.

Project Overview

BCCA is seeking a qualified vendor to redesign and rebuild our website on WordPress.

The project will include strategic discovery, information architecture, user experience, visual design, development, content migration, SEO and search/AI discoverability best practices, testing and launch.

BCCA will retain ownership of the website's content, messaging and brand while working collaboratively with the successful vendor on strategy, UX, design and technical implementation.

We intend to use a commercially available, block-based WordPress theme rather than develop a completely custom theme.

BCCA will lead content development internally. The successful vendor will provide strategic guidance and recommendations to help ensure that content is structured effectively for users, search engines and emerging AI-powered information-discovery systems.

Project Objectives

The new website should:

1. **Support membership growth and retention**, with particular emphasis on making it clear why a co-operative should become a BCCA member.
 2. **Clearly communicate who BCCA is, what we do and why we exist**, particularly to people encountering BCCA for the first time.
 3. **Improve the experience for existing members**, making it easier to find relevant events, resources, news and member information.
 4. **Elevate timely content**, including events, news and member stories.
 5. **Provide a substantially improved mobile experience**.
 6. **Simplify the website's information architecture**, reducing unnecessary pages and making important tasks easier to complete.
 7. **Create a visually engaging website** that is less text-heavy and makes stronger use of photography, graphics and other visual content.
 8. **Provide BCCA staff with a website that is straightforward to maintain**
 9. **Establish a strong foundation for organic search and emerging AI-powered discovery**
 10. **Improve accessibility**
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Primary Audiences

The website's primary audiences, in order of importance, are:

1. Existing BCCA members
2. Prospective co-operative members
3. Co-op curious
4. Policy-makers
5. Media, partners and other stakeholders

The website should particularly support three key user journeys:

- I am a co-operative and want to understand BCCA and potentially become a member.
 - I am a member and want to find useful information, events, resources and opportunities to engage.
 - I'm a non-member and want to learn about co-ops and who to talk to if I need help. BCCA can help connect people in this space.
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Current Website and Technology

BCCA currently uses **Membership Works** for membership management and related functionality. This includes member profiles and event registration.

The successful vendor will be expected to assess the existing implementation and ensure that the new website maintains or improves these functions.

Other existing technology and services, including hosting and analytics, will be reviewed as part of the project.

BCCA does not anticipate replacing its existing hosting as part of this project.

Scope of Work

BCCA anticipates the following major project phases.

1. Discovery and Strategy

The vendor will work with BCCA to understand our audiences, goals and current website, identify key usability and content issues, and recommend improvements to user journeys, structure and functionality.

2. Information Architecture and UX

The vendor will collaborate with BCCA to develop a simplified information architecture, sitemap, navigation and key user journeys, supported by appropriate wireframes or other UX deliverables. The new structure should prioritize prospective and existing members and make key tasks and information easier to find.

3. Content Strategy and Migration

The vendor will provide guidance on navigation/IA, content structure, prioritization and opportunities to consolidate or retire outdated content, including considerations for search and AI-powered discovery. BCCA will write and approve final website copy.

BCCA will audit the existing approximately 50 pages and 200 posts and determine what should be retained, rewritten, consolidated or deleted. Vendors should **not assume a one-to-one migration** of existing content. We anticipate fewer pages on our future website.

The vendor will assist with migration of approved content and implementation of redirects.

4. Visual Design

BCCA is seeking a noticeable visual improvement, with greater use of photography and visual content, stronger visual hierarchy and less text-heavy pages.

The design should be modern, engaging and responsive while maintaining BCCA's existing logo, colours and overall brand identity. BCCA is open to changes to typography, layouts and other visual elements.

5. WordPress Development

The vendor will redesign and rebuild the website using WordPress and a commercially available, block-based/Gutenberg-compatible theme.

The scope includes responsive development, forms, Membership Works integration, technical SEO and search/AI discoverability foundations, performance optimization and appropriate security practices.

6. Membership Works Integration

The vendor will assess the existing Membership Works implementation and ensure that required functionality, including member profiles and event listings and registration, is maintained or improved and works appropriately with the new website.

7. SEO and Search/AI Discoverability

The vendor should implement current SEO best practices and establish a strong technical and content foundation for organic search and emerging AI-powered discovery, appropriate to BCCA's specialized position in the BC co-operative sector.

8. Accessibility

The website should follow accessibility best practices and target **WCAG 2.1 AA principles where reasonably achievable**. A formal accessibility certification or third-party audit is not required.

9. Content Governance and Training

BCCA will own and manage the website following launch. The vendor will provide appropriate training and/or documentation so BCCA staff can manage routine website updates, including pages, homepage content, posts, images, navigation and forms.

Roles and Responsibilities

BCCA will:

- Provide organizational background and project requirements
- Lead final information architecture decisions
- Conduct the content audit
- Write and approve website content
- Provide or source photography and visual assets
- Provide brand guidelines, logos and colours
- Review and approve designs
- Provide consolidated feedback
- Coordinate internal stakeholders
- Provide timely approvals
- Conduct user acceptance testing
- Manage the website following launch

BCCA's target for providing feedback and approvals is **within two business days** where practical.

Vendor will:

- Lead discovery and technical/UX recommendations
- Facilitate appropriate project workshops

- Provide UX and IA expertise
 - Provide visual design
 - Develop the WordPress website
 - Implement approved functionality
 - Integrate Membership Works
 - Implement technical SEO and search/AI discoverability requirements
 - Implement redirects
 - Conduct technical QA
 - Support launch
 - Provide training/documentation
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Budget

BCCA has a total project budget of **\$25,000 CAD**.

The proposal should clearly identify:

- Professional fees
- Theme costs
- Plugin/licensing costs
- Any third-party costs
- Applicable taxes
- Optional services

BCCA is seeking the best overall value rather than simply the lowest price.

Vendors should clearly identify what they can deliver within the proposed budget.

Vendor Qualifications

BCCA is seeking a vendor with demonstrated experience in:

- WordPress development
- Gutenberg/block-based WordPress implementation
- UX and information architecture
- Responsive/mobile-first design
- Content-heavy websites
- Membership or association websites
- Integrations with third-party platforms

- Technical SEO
- Website accessibility
- Website migration and redirects

Experience working with co-operatives or other member-based organizations would also be an asset. Where proposals are otherwise substantially equivalent, preference will be given to a co-operative vendor.

Proposal Requirements

Proposals should be concise and include the following:

1. Understanding of the project
 2. Proposed approach
 3. Relevant experience
 4. Project team
 5. Timeline
 6. Budget
 7. Technical approach
 8. References
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Submission

Proposals should be submitted electronically to:

Aaron Rideout
Manager, Marketing and Membership
BC Co-operative Association
aaron@bccca.coop

Proposal deadline September 18, 2026

Vendor selected By October 2, 2026

Questions regarding this RFP should be submitted to the contact above by **August 28, 2026**.