

CALL FOR PROPOSAL:

TORONTO & YORK REGION LABOUR COUNCIL 150th ANNIVERSARY PLATFORM SUBMISSION DEADLINE: FEBRUARY 10, 2021

BACKGROUND

[Anniversary Introduction](#)

[Current Website](#)

This year marks the *150th Anniversary* of the **Toronto & York Region Labour Council**. For a century and a half working people have organized collectively here around a vision of economic and social justice. That epic journey will be celebrated over the coming year as we share the stories of those who came before us, and the lessons of solidarity and struggle that guide our movement today.

PROJECT GOAL

Toronto & York Region Labour Council requires a website to provide a robust platform for sharing the story of 150 years of labour history and activism in Toronto and York Region. There will be a variety of formats for that history – written text, photographs, video, music and a digital map feature.

The site does not have to have any campaigning or data collection capacity. It will be in place for approximately 18 months and then some of the material could be migrated to another platform.

The preferred site would be in either WordPress or Squarespace. The approach might be similar to [Heritage Toronto website](#), but with capacity for some interactivity. A basic version of the site should be up and running by mid to late February, and then populated with materials over the following months.

The timeline will include overall history of the Labour Council and labour movement in Toronto and York Region, stories of key events and individuals, and specific stories provided by local unions to illustrate their own part of this 150-year journey. The site can either connect to a YouTube channel or embed videos and music directly.

KEY ELEMENTS

1. Easily navigable, yet a clean and interactive site that can host a variety of mediums: text, photo, video (can just be YouTube or Vimeo embed):
 - <https://covid.malala.org/>
 - <https://theoceancleanup.com/oceans/>
2. Host virtual map that will most likely be a separate contract:

- <https://www.mapbox.com/maps/>
- <https://www.policyalternatives.ca/multimedia/picking-tab>

3. Timeline

- <https://timeline.knightlab.com/index.html#overview>

4. Easy to search/categorize content and pull up breadth of content based on categories:

Themes

- Issues
- Affiliates
- Time Period
- Campaigns
- Etc.

- <https://www.behance.net/search/projects/?field=102&sort=appreciations&time=week>
- https://www.bbc.co.uk/food/chicken_pie

5. Ability to build in a message board or way for people to interact with one another (we don't want an open platform, but there's a desire to explore an ability for users to engage more directly and/or upload content).

6. Tells a story:

- <https://www.heritagetoronto.org/>

7. Easy to update

We need the ability for multiple people to be able to update and manage basic troubleshooting.

Given the above criteria and user experience, the following is an example of a website we do not want ours to look like/function: <https://www.historymuseum.ca/museum-at-home/#main>

TIMELINES AND COST

The basic website will need to be live by March 17th 2021 for a proper launch at the start of April.

In your submission, please provide a breakdown of the estimated total cost.

CONTACT/SUBMISSION INSTRUCTIONS

Open to independent designers and/or agencies who live, work or play in Toronto & York Region.

If you have any questions, please contact Allie Elwell at aelwell@labourcouncil.ca.

Please e-mail your written proposal by February 10, 2020, with "Call for Proposal – TYRLC 150 Website" in the SUBJECT line, to aelwell@labourcouncil.ca.