

Request for Proposals (RFP)

Website Redesign, Development, and Implementation
For Algoma Public Health's Public Website

Release Date: June 1, 2026

Closing Date: June 26, 2026

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Section 1 – Introduction

Algoma Public Health (APH) invites qualified proponents to submit proposals for the redesign, development, and implementation of its public website.

The goal of this project is to create a modern, accessible, user-centred website that improves how residents, partners, healthcare providers, and other stakeholders access public health information, programs, and services.

The successful proponent will provide expertise in user experience (UX), information architecture, design, development, accessibility, and content organization to deliver a sustainable and easy-to-manage website aligned with APH's service objectives and public sector obligations.

APH is seeking a solution that improves findability, usability, content governance, and long-term maintainability.

Section 2 – Background

Algoma Public Health serves communities across the District of Algoma by promoting and protecting health through programs, services, and partnerships.

The current website (www.algomapublichealth.com) provides access to:

- Health information and topics
- Programs and services
- Clinics and classes
- News and media releases
- Reports and data
- Forms and resources

Over time, the website has grown resulting in challenges related to navigation, content organization, and usability.

APH is seeking to redesign the website to:

- Improve user experience and navigation
- Ensure compliance with WCAG 2.2 AA and Accessibility for Ontarians with Disability Act (AODA)
- Enhance mobile responsiveness
- Simplify content management for staff
- Reduce reliance on PDF documents
- Improve search functionality

Section 3 – Scope of Work

The successful proponent will work collaboratively with Algoma Public Health (APH) to plan, design, develop, and launch a modern, accessible, and user focused website that aligns with APH’s strategic priorities and refreshed brand direction.

At a high level, the scope of work includes:

- Project management and collaboration with APH throughout the project
- Discovery, research, and review of the current website and user needs
- Website strategy, information architecture, and user experience design
- Design and development of a responsive, accessible, and easy to navigate website
- CMS implementation and shared support for content migration, with APH retaining responsibility for content review, prioritization, and approval
- Integration of required tools, features, and third party platforms
- Accessibility, usability, security, and performance testing
- The proposed website solution should be bilingual-ready and support English and French content publishing, including an approach for priority French-language pages.
- Staff training, documentation, and post launch support

The successful proponent is expected to apply best practices in accessibility, plain language communication, user centered design, and digital service delivery to create a website that improves access to information and services for the community.

3.1 Discovery and Current-State Review

The proponent will conduct discovery and planning activities to inform the website redesign.

This includes:

- Discovery
- Review of website analytics and performance
- Accessibility audit
- Content inventory and recommendations
- Review of comparable public health or municipal websites

Outputs:

- Website strategy and recommendations
- Defined user needs and priorities

3.2 Facilitation

The proponent will facilitate with APH staff to support decision-making throughout the project.

This may include:

- Discovery workshops
- Information architecture sessions
- Design review sessions
- Content and navigation validation sessions

3.3 Website Architecture and Design

The proponent will develop the overall structure and design approach for the new website.

This includes:

- Development of a revised sitemap
- Navigation structure and information architecture
- Wireframes for key page types
- Visual design concepts aligned with APH branding
- Responsive design for all devices
- Accessibility-first design approach

The proponent will also:

- Develop reusable page templates
- Configure and implement a content management system (CMS)
- Integrate required functionality (forms, search, events, etc.)
- Apply SEO best practices

3.4 Project Management and Reporting

The proponent will be responsible for managing all aspects of the project.

Responsibilities include:

- Development of a detailed project plan
- Regular progress updates and status report
- Risk identification and mitigation
- Coordination with APH project team
- Managing timelines, milestones, and deliverables

3.5 Deliverables

The successful proponent will provide, at minimum:

Discovery and strategy

- discovery summary
- analytics review
- accessibility audit
- content inventory and migration recommendations, including assumptions regarding migration support
- stakeholder/user research summary
- sitemap and information architecture

Design

- wireframes for key templates
- visual design system / UI direction
- approved page templates

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Build

- configured CMS
- responsive front-end implementation
- required integrations
- search configuration
- staging environment

Testing and launch

- QA and UAT plan
- accessibility testing results
- performance/security testing summary
- launch plan
- rollback/contingency plan

Transition

- CMS/admin training
- documentation
- support period and service levels

Project budget range: \$80,000 (inclusive of all fees and expenses). Proponents should align proposed approaches with this budget and note any assumptions.

Section 4 – Project Timeline

The anticipated timeline is as follows. Proponents must confirm availability and propose any adjustments if required.

APH anticipates the following timeline:

Activity	Date
RFP Released	Monday June 1, 2026
Deadline for Receipt of Proponent Questions	Monday June 8, 2026
APH Response to Questions	Monday June 15, 2026
Submission Deadline	Friday June 26, 2026
Evaluation of Submissions	Week of June 29, 2026
Notification to Successful Applicant	Monday July 6, 2026
Contract Negotiation Period	Week of July 13, 2026
Discovery and planning	August 2026
Designs	September 2026
Development	October 2026
Content migration and testing	November 2026
Website launch	December 2026

Proponents may propose alternative timelines with justification.

Section 5 – Proponent Requirements

Proponents must demonstrate:

- Experience delivering websites for public sector, healthcare, or similar organizations
- Proven expertise in WCAG 2.2 AA accessibility compliance
- Strong UX and information architecture capabilities
- Experience with modern CMS platforms (e.g., WordPress, Drupal, Umbraco)
- Ability to manage large, content-heavy websites
- Experience with content migration and optimization

Proponents should include examples of similar projects.

Section 6 – Proposal Submission Guidelines

Submission format and required content:

Question submission:

- All questions must be submitted in writing on or before 9:00 am on June 8, 2026, to lvecchio@algomapublichealth.com. APH will publish answers to all proponents on Biddingo and on our website under the Notices and Tenders section.

Final submission:

- Submit one PDF file via email to lvecchio@algomapublichealth.com
- Subject line: RFP Submission – APH Website Design
- Deadline: 4:00 pm ET, June 26, 2026. Late submissions will not be considered.

Proposals must include:

- Company overview and qualifications
- Project approach and methodology
- Proposed CMS platform and technical solution
- Approach to bilingual content support, including French-language page creation and maintenance
- Relevant project experience and case studies
- Project timeline
- Detailed cost breakdown
- Team structure and roles
- Post-launch support and maintenance options

Proposals must be submitted electronically in PDF format by the specified deadline.

Section 7 – Evaluation and Selection

7.1 Evaluation Criteria and Scoring (100 total):

Stage 1 – Mandatory Requirements Review

Proposals will first be evaluated to ensure all mandatory requirements have been met. Proposals that do not meet all mandatory requirements will be disqualified and will not proceed to Stage 2.

Stage 2 – Rated Criteria Evaluation

Proposals meeting all mandatory requirements will be evaluated and scored based on the rated criteria outlined below.

APH may shortlist proponents for interviews, demonstrations, or presentations as part of the evaluation process.

7.2 Mandatory Requirements (Pass/Fail)

Proposals must meet all of the following requirements:

- Submission received by the stated deadline
- Proposal submitted in the required format (PDF, electronic submission)
- Complete proposal including all required sections
- Demonstrated experience delivering at least **two (2) comparable website projects**
- Demonstrated ability to deliver websites compliant with **WCAG 2.2 AA**
- Identification of proposed project team and roles

Failure to meet any mandatory requirement will result in disqualification.

7.3 Rated Criteria (Scored Evaluation)

Criteria	Description	Weight
Relevant Experience	Experience delivering similar public sector or healthcare website projects	20%
Project Approach & Methodology	Clarity, feasibility, and quality of proposed approach (discovery, UX, design, development)	20%
User Experience & Information Architecture	Strength of approach to navigation, usability, and content organization	15%
Accessibility Expertise	Demonstrated experience delivering accessible websites and approach to WCAG compliance	15%
Technical Solution	Suitability of CMS, scalability, security, and technical architecture	10%
Project Team	Qualifications and experience of proposed team members	10%
Cost	Overall value and clarity of pricing	10%

Total: 100%

7.4 Scoring Methodology

Each rated criterion will be scored on a scale (e.g., 0–5 or 0–10), then weighted according to the percentages above.

Scores will be calculated to determine an overall ranking of proponents.

APH may consider both **price and overall value**, not solely the lowest-cost proposal.

7.5 Interviews and Demonstrations

APH may invite a shortlist of proponents to:

- Present their proposed approach
- Demonstrate relevant past work or CMS platforms
- Participate in a question-and-answer session

Additional scoring may be applied following interviews.

7.6 Final Selection

The highest-scoring proponent may be selected to enter into contract negotiations.

APH reserves the right to:

- Not select the highest-scoring proponent
- Request best and final offers
- Negotiate scope, timeline, and pricing prior to final agreement

7.7 Procurement Fairness

APH will conduct the evaluation process in a fair, transparent, and consistent manner in accordance with public sector procurement best practices.

All proponents will be evaluated using the same criteria and scoring framework.

Section 8 – Terms and Conditions

APH reserves the right to:

- Accept or reject any or all proposals
- Request additional information from proponents
- Cancel or modify the RFP at any time
- Key contractual and administrative terms (summary):
- Right to award: APH reserves the right to accept or reject any or all proposals and to award the contract in whole or in part.
- Lowest bid not determinative: APH will select the proposal that offers best overall value, not necessarily the lowest cost.

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- Confidentiality and FOI: Submissions are subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and may also contain personal health information governed by the Personal Health Information Protection Act (PHIPA). Proponents must identify confidential or proprietary information and APH will handle records in accordance with applicable legislation.
- Data privacy & security: Proponents must describe how they will protect confidential and personal information, including secure storage, encryption, access controls, and plans for secure transfer and eventual disposal of data. Proponents handling personal health information must comply with PHIPA and demonstrate secure handling and breach notification procedures (notify APH within 72 hours of any suspected breach).
- Insurance: Commercial General Liability of \$2,000,000 and Professional Liability (E&O) of \$1,000,000 minimum required; proof of WSIB or exemption.
- Accessibility: Proponents must comply with AODA standards for engagement materials and event accessibility.
- Intellectual property: APH will own the final website deliverables and all final deliverables; Proponent retains rights to underlying methodologies unless otherwise negotiated.
- Indemnification: Proponent shall indemnify APH against claims arising from negligent acts or omissions.
- Payment terms: Payment will be made net 30 days following invoice and acceptance of deliverables; APH may hold a portion pending final acceptance.
- Dispute resolution: Parties will attempt negotiation; if unresolved, mediation followed by arbitration under Ontario law.
- Governing law: Province of Ontario.

All costs associated with proposal preparation are the responsibility of the proponent.

The successful proponent will enter into a formal agreement with APH outlining scope, timelines, deliverables, and payment terms.

All work must comply with applicable Ontario legislation, including accessibility requirements under AODA.

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Appendix A – Submission Form

Complete and sign this form and include as the cover page of your proposal.

RFP Title: Website Development

Proponent Legal Name:

Operating Name (if different):

Address:

Primary Contact Name & Title:

Phone:

Email:

HST Registration Number (if applicable):

Authorized Signing Officer (name & title):

Signature:

Date:

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Appendix B – Pricing Form

Provide a detailed cost breakdown. All amounts in Canadian dollars.

Itemize professional fees by role, rates, estimated hours, and subtotals. Include disbursements and HST.

Example template:

Role / Resource | Hourly Rate | Estimated Hours | Subtotal

Lead Consultant | \$____ | ____ hrs | \$____

Associate Consultant(s) | \$____ | ____ hrs | \$____

Administrative Support | \$____ | ____ hrs | \$____

Survey/Analysis Software | \$____ | lump sum | \$____

Travel & Disbursements (itemize) | | | \$____

Subtotal Fees: \$____

Disbursements: \$____

HST: \$____

Total Project Cost: \$____

Proponents may propose flat fees or phased payment schedules, but must provide clear assumptions.

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Appendix C – Reference Form

Provide at least two references for similar projects completed in the last five years.

Client Organization:

Project Title/Description:

Contact Name & Title:

Phone & Email:

Project Dates:

Project Value:

Reference Comments (brief):

Appendix D – Sample Contract Terms (Summary)

The following summarizes terms that will be included in the contract. A final contract will be drafted and negotiated with the successful Proponent.

Term: Commencement upon award; completion within XX months of start unless otherwise agreed.

Deliverables: As outlined in Section 3.5.

Payment: Milestone payments (suggested): 20% on contract signing; 40% on submission of completed website; 40% on final acceptance. Invoices net 30 days.

Ownership: APH owns the final deliverables. Proponent may retain non-exclusive rights to methodologies.

Confidentiality: Parties will maintain confidentiality and adhere to applicable privacy legislation (PHIPA, MFIPPA).

Insurance: As required in Section 8.

Termination: Either party may terminate with 30 days' notice; immediate termination for cause. On termination, Proponent will be paid for work completed to date.

Indemnity and Liability: Standard indemnity clauses; liability limited to the insurance coverage carried by the Proponent.

Dispute Resolution: Negotiation, mediation, binding arbitration in Ontario.