



Town of South Bruce Peninsula

Request for Proposal 25-18

Website Redesign and Development

**Town of South Bruce Peninsula
Request for Proposal (RFP)
Website Redesign and Development**

1. Community profile

The Town of South Bruce Peninsula is a rural community located in Southwestern Ontario at the base of the Bruce Peninsula. Known for its stunning natural environment and breathtaking sunsets, the municipality is framed by the sandy shorelines of Lake Huron to the west and the rugged limestone cliffs of Georgian Bay to the east. This unique geography makes South Bruce Peninsula a four-season destination celebrated for its outdoor recreation, vibrant tourism industry, and strong sense of community.

The Town encompasses many charming villages and hamlets, with Wiarton and Sauble Beach serving as its two primary urban centres. Wiarton offers year-round amenities, local businesses, and community services, while Sauble Beach features a thriving downtown situated along one of Canada's most popular freshwater beaches. Each community within South Bruce Peninsula contributes to the area's distinct identity and appeal, attracting residents and visitors alike.

With a year-round population of 9,137 and a median age of 56.8, South Bruce Peninsula is home to a diverse mix of residents, including families, retirees, and seasonal property owners. The population more than doubles from May through Thanksgiving as seasonal residents and visitors return to enjoy cottage life, recreation, and the area's natural beauty.

The Municipality is committed to supporting both permanent and seasonal residents and visitors through its wide range of municipal services and community initiatives. From fire and emergency services, infrastructure and recreation to economic development, business support, tourism development, building services, and enforcement, South Bruce Peninsula continues to build a sustainable future while preserving the character and natural assets that define the community.

2. Invitation for Proposals

South Bruce Peninsula is inviting proposals from qualified firms to design and build a new municipal website.

The new website will serve as the public face of South Bruce Peninsula's municipal government, administration, services, and community, providing residents, businesses, and visitors with 24/7 access to information and online services.

Our goal is to create a website that is:

- User-friendly and easy to navigate
- Mobile-friendly and fully accessible in compliance with current and upcoming accessibility standards
- Visually appealing, with a modern design that reflects the Town's identity
- Efficient for content management, reducing redundancies and simplifying updates by staff
- Flexible and future-ready, with the ability to integrate new features and technologies as needs evolve

Key requirements include:

- Responsive Web Design (RWD)
- Compliance with accessibility and Anti-Spam legislation
- Centralized content management with role-based access for supporting users
- A strong, searchable platform that supports communication and transparency

The Town is seeking a firm who can deliver a high-quality, modern website that enhances communication with residents and visitors, while ensuring that staff can easily manage and maintain content in-house.

The successful firm will be selected based on the evaluation criteria outlined in the Request for Proposals (RFP).

Interested respondents are invited to review the full RFP document and submit proposals by the deadline specified.

3. Existing Systems

The Town owns and maintains website <https://www.southbrucepeninsula.com/en/>. The following domains are also owned by the Town, and drive traffic to the Town's main website:

wiarton-willie.org

The Town uses a third-party Information Technology support company. The successful bidder will be expected to work closely with the Town's IT provider to ensure a compatible and reliable website format.

4. Scope of Work

The listing functionality table is below and represents functional categories and is not comprehensive. There might be recommended adjustments.

#	Component/Module	Function/Description	Offered (Y/N)	Vendor Comments
1	Browser Based Administration	Create, edit, or delete template-based web pages and news updates		
2	Event Calendars and Meeting Schedules	Update and publish calendars with optional ability to import into Google Calendar feeds		
3	Departmental Home Pages	Ability to create landing page for associated municipal operations		
4	Staff and Services Directory	Dynamic content		
5	Easy Search/Archive Centre	Searchable solution for live or archived content, documents, and news updates		
6	Newsletter Signup and Management	Online publishing of news and newsletters, updates with email subscription capability; ability to subscribe to individual pages		
7	Emergency Alerts and Notifications	Front page solution for emergency notification updates, ability to share via social media, add banner/box on home page		
8	Interactive Maps and GIS Integration	Integration or links to Interactive GIS and FileHold (future integration)		
9	Security Integration	SSL encryption and domain name capability		

#	Component/Module	Function/Description	Offered (Y/N)	Vendor Comments
10	Analytics and Reporting	Integration of comprehensive analytics		
11	Mobile Browsing	Responsive design		
12	Online Forms	Forms, publishing, and tracking with email forwarding capability		
13	Photo Centre	Display community photos in various locations		
14	Social Media Interface	Facebook and LinkedIn; ability to add more in the future		
15	Site Map	Interactive		
16	SEO Optimization	Easily discoverable by search engines		
17	Multilingual Support	Support creation and management of content in different languages		
18	Feedback and Reporting Tool	Tool for residents to provide feedback and report issues directly to the Township		
19	Accessibility and Compliance	Comply with Web Content Accessibility Guidelines		
20	Mobile App Integration	Capability to integrate with or serve as the basis for a mobile app		
21	Customer Support	Reliable customer support for difficulties or questions		

5. Timeline

The Town's current website is approaching end-of-life. As such, the new website project is expected to commence no earlier than **January 2026** and must be fully completed and launched by **June 1, 2026**.

Proponents are required to submit a proposed work plan and schedule that aligns with this timeframe, clearly identifying key milestones, deliverables, and completion dates.

6. Content Management System

This portion of the design must be open and robust so that users of various skill or technical levels can alter content within their approved authority without risking security or alteration of the other main site content or layout. Where possible, site content linked to the changes made should be connected so that changes can be made efficiently.

The new website should have the ability to integrate with the Town's current and future data systems should customer-facing website initiatives be engaged later.

7. Reporting system

The new website should include a powerful set of reporting tools to track various statistics and trends regarding various website features.

Services Required

- To replace the existing Town website with a modern and accessible website and content management system.
- To launch an intuitive and easy to navigate website for various audiences within the community. The new website will be based on technology that is easily updated and maintained by Town staff.

South Bruce Peninsula is looking for a Proponent that can guide the Town through the creation of our new website. While we fully expect to be responsible for content on the new website, we do require guidance and assistance transferring populated content and managing the whole migration process. Marketing experience will be considered an asset. Except from DNS management and content creation, we expect the successful Proponent to take responsibility for everything else. The successful Proponent's proposal will include a detailed account of what they intend to deliver to make the Town's new website project a success within budget and timelines.

Key deliverables

- Consultations with key contacts of the various departments in the organization to get a sense our vision is in terms of style, look and feel for the website and needs of various community stakeholders.
- A detailed project implementation schedule including contingency plans.
- Frequent project meetings to communicate status and responsibilities.
- Hands on training for select staff on how to use the content management system, including how to write effective content for websites and how to edit website templates.
- Several template design concepts including revisions.
- Graphic design services for the templates.
- Documentation on anything specific details about the template, content management system, etc.
- Service agreements detailing service level agreements, support details, costs for future assistance whether it be for template modifications, training on how to use the content management system, or other. Fees, including cost/day for key staff and disbursements
- Key project staff and resumes
- Technical services regarding everything required to make the website hosting platform, content management system and actual website function effectively.
- Project closing and summary documentation.

- The proposal should also outline ongoing costs to maintain and update the content and services of the website annually

8. Point of Contact

The Manager of Economic Development and Corporate Communications will serve as the primary point of contact for this project, with support from the Deputy Treasurer.

Proponents should anticipate several meetings with these representatives throughout the project to review progress, provide updates, and confirm deliverables. Any additional responsibilities or requirements of the Town beyond what is described in this section should be clearly identified in the proposal.

9. Project Budget

The Proponent is to provide an all-inclusive fixed lump sum fee for professional services and associated costs to complete the work as outlined in the Scope of Work and this RFP. The Proponent shall provide an itemized cost breakdown required to achieve each milestone within the recommended approach, including consulting fees (hourly and per diem rates for each member of the team), travel, accommodations, miscellaneous expenses, and disbursements to achieve deliverables. The proposal will also include an itemized cost list for additional meetings, workshops, and presentations, if required. Ongoing maintenance and troubleshooting should be included as an additional cost.

Proponents are encouraged to propose a scoped approach or methodology that they feel is appropriate and effective to meet the objectives identified in this RFP.

10. Receipt of Quotation

It is the sole responsibility of the Proponent to submit their quotation, with all accompanying schedules, appendices and addenda to be received prior to the closing time of **3:00 p.m. on December 12, 2025**. Quotations received after the noted due date and time will not be considered.

The Town of South Bruce Peninsula reserves the right, at its sole discretion, to extend the closing date and time.

The Town of South Bruce Peninsula will not be liable for any delay for any reason. It is the Proponent's sole responsibility to ensure they allow themselves enough time to submit the quotation prior to the closing date and time.

Quotations received by facsimile or e-mail will not be accepted. All costs to prepare the quotation shall be borne solely by the Proponent.

If any of the terms set out in the RFP are unacceptable to the Proponent, the Proponent must identify such terms and provide suggested alternatives in its quotation. Suggested alternatives will be considered during the evaluation process.

11. References and Related Experience

On the attached form, please provide at minimum, three (3) references of municipalities or businesses that your company has provided similar services in the past. References will be equal or greater in value and service requirements outlined in this quotation call. Proponents shall obtain permission from the references provided to use their names; the Town may contact any/all references provided. Failure of proponents to provide these references will invalidate the quote.

Proponents are not permitted to sub-contract unless the sub-contractor is approved by the Town. Proponents are required to enclose with their quote submission, a list of any potential sub-contractors for work being performed; the Town reserves the right to approve or reject any/all sub-contractor(s).

12. Quotation Evaluation

All submitted quotations shall become the property of the Town of South Bruce Peninsula.

The following criteria will be used for evaluating the Quotations. The Town reserves the right to shortlist Proponents for further evaluation.

Item	Evaluation Criteria - Quotations will be based on meeting or exceeding the expectation of the established evaluation criteria and weighting. Any or the lowest quotation not necessarily accepted.	Weight Factor
1	Relevant & Related Experience	10%
2	Company Overview and Professional Qualifications	5%
3	References	5%
4	Work-plan & Schedule	35%
5	Budget	40%
6	Previous History Other Municipalities of similar size	5%

	Total	100%
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The Town is under no obligation to proceed with the RFP or the award of the RFP. Should it decide to cancel the quotation, it may, at any time. The Town reserves the right to re-issue the RFP, once cancelled, to negotiate with one, any or all bidders and/or to invite further expressions of interest.

Proponents may be required to provide additional information prior to the award of a contract and could be requested to participate in an evaluation interview, at no cost to the Town, pending a quotation shortlisting process.

It is expected that Quotations will include:

- Form 1 – Work Plan and Schedule
- Quotation Form Q-1
- Form 2 - Three References (Include names, current contact numbers and email addresses)
- Statement by Bidder

Your quotation may be considered incomplete and therefore be disqualified, on the sole discretion of the Town, if any of the above-required documents/information is not provided with your quotation.

References will be contacted by the Town. Any unfavourable reference (in the sole discretion of the Town) will not necessarily disqualify any Proponent however any unfavourable reference may form the sole reason why any Proponent is not chosen to enter into a contract with the Town.

13. Instruction to Proponents

Closing Date/Time Location

Submissions are to be received no later than **3:00 pm on December 12, 2025.**

Proponents will submit their quotations using the two-file method and in accordance with the Town Purchasing Policy. The quotation and qualitative information will be submitted in one file and the pricing information will be included in the second file. The second file will only be opened and contents considered if the first file submission is evaluated and meets the requirements of the Request for Proposal.

Inquiries

Any question a Respondent has related to this RFP process must be submitted to the Town through the Bids & Tenders System by clicking on the “Submit a Question” button for the specific bid opportunity.

Questions regarding this RFP must not be submitted to the Town via any other method. Answers to questions received will be provided either directly to the Respondent or via an addendum to all Respondents, through the Bids & Tenders System. Information obtained from any source other than the Town through the Bids & Tenders System is unofficial and must not be relied upon as part of this RFP.

All questions regarding this RFP must be submitted prior to the ‘Deadline for ‘Questions’ no later **than December 12, 2025 at 10:00 am**. Questions received after the Deadline for Questions will be addressed if time permits.

The Respondent is solely responsible for seeking any clarification required regarding this RFP, and the Town shall not be held responsible for any misunderstanding by the Respondent.

No oral interpretations shall be made by the Town as to the meaning of any of the request for quotation requirements or be effective to modify any of the provisions of the request for quotation document(s).

The Town will make no guarantee of answer to any question, and it shall be hereby understood by all Proponents that any response or non-response by the Town to any question or inquiry will not be constituted by any Proponent as a denial of, barrier to, or excuse for not submitting a quotation submission or for submitting an incomplete quotation submission, as outlined herein.

No representative of the municipality, its employees, Council, agents or any other expert advisor associated with the request for quotation shall be contacted by the Proponent during the preparation of their quotation submission except as noted above.

Any attempt to influence the evaluation and selection process may result in immediate disqualification of the Proponent. Any attempt to bypass the Town Purchasing Policy is grounds for rejection of the Proponent’s quotation submission.

14. Submission of Quotations (Location, Date & Time, Format):

Quotations for this RFP should be submitted in accordance with the following:

- **Electronic Submissions Only:** Quotations must be submitted electronically through the Town’s online *Bids & Tenders* System. Quotations sent by Email, paper copy, fax, or other methods will not be accepted.
- **RFP Closing Date and Time:** Electronic Quotations must be completed and confirmed as ‘submitted’, in accordance with the submission requirements of the *Bids & Tenders* System instructions. The RFP Closing Date and Time shall be determined by the *Bids & Tenders* System web clock. Late submissions are not permitted in the *Bids & Tenders* System.

- **Format:** A Quotation must be submitted in accordance with the *Bids & Tenders* System submission requirements, which will include submitting all the information required in the forms listed.
- All costs to prepare the quotation shall be borne solely by the Proponent.
- All quotations are irrevocable for a period of sixty (60) business days from the closing time.

15. Bids & Tenders System Instructions:

- All Respondents shall have a *Bids & Tenders* System 'Vendor Account' and shall be registered as a 'Plan Taker' for this RFP opportunity, which will enable the Respondent to follow the on-screen instructions to: download the RFP document; receive addenda email notifications; download addenda; and submit a Quotation electronically through the *Bids & Tenders* System.
- Respondents are cautioned that the timing of their Quotation submission is based on when the Quotation (also referred to in the system as the "Bid") is received by the *Bids & Tenders* System and not when a Quotation is submitted. Uploading of Quotations can be delayed due to file transfer size, transmission speed and other factors. For this reason, it is recommended that Respondents allow sufficient time to upload their Quotation, including all attachments and other submission details.
- If any problems are encountered in using the *Bids & Tenders* System, Respondents should contact the *Bids & Tenders* Support team at support@bidsandtenders.ca at least 24 hours prior to the RFP Closing Date and Time.
- Once a Quotation is successfully submitted, the *Bids & Tenders* System will send a confirmation email to the Respondent advising that the Quotation was submitted successfully. If this confirmation email is not received, Respondents should contact support@bidsandtenders.ca.
- Attachments uploaded to the *Bids & Tenders* System must not exceed 500MB in total file size.

The Town of South Bruce Peninsula assumes no responsibility for the receipt of Quotations where the instructions detailed above, or on the *Bids & Tenders* System, have not been complied with.

16. Amendments to Request for Quotation (Addenda)

It is the responsibility of the proponent to thoroughly examine the RFP document and satisfy itself as to the full requirements of the RFP. If required, an addendum will be issued and will be placed on the *Bids & Tenders System*. It is the responsibility of the proponent to view the *Bids & Tenders System* regularly to obtain any addenda

Pricing and Taxes

Prices quoted shall be in Canadian funds, quoted separately for each item, if stipulated.

Prices shall be quoted in such a manner that should the Proponent be successful in entering into a contract with the Town, the prices will be confirmed for the entire length of the contract.

The prices must include all incidental costs and the Proponent shall be deemed to be satisfied as to all of the full requirements of the Request for Proposal call.

All prices quoted shall include all charges of every kind attributable to the provision of services.

All applicable taxes will be considered to be included in the price submitted by the Proponent; HST shall be stated separately.

Any extra fees or charges not specified in the quotation submission will not be considered when making a contract award and subsequently will not be paid by the Town to any successful Proponent.

17. Withdrawals of Quotations

Proponents may only withdraw their unopened quotation submission, prior to the closing time and date, provided the request to do so is received in writing by the Town and is signed by an authorized agent of the Proponent. If more than one quotation submission has been received under the same name for the same project and no withdrawal notice has been received, the quotation submission contained in the file bearing the date and time stamp closest to the closing date shall be considered the intended quotation submission. All other files shall be considered withdrawn.

18. Working Safely

The successful bidder shall provide adequate protection for workers and the public at all times under the applicable Federal and Provincial Statutes, in accordance with all municipal by-laws and regulations together with any additional safety measures that may be necessary. The successful bidder shall provide and maintain the necessary first aid items and equipment as called for under the First Aid Regulations of the Workplace Safety and Insurance Act and Occupational Health and Safety Act, and the Ontario Electrical Safety Code as applicable to the scope of work.

The successful bidder shall ensure that all employees are provided with and instructed in the use of safety equipment as required by the Occupational Health and Safety Act and by other regulations. Normal safety precautions should be observed while around and operating equipment.

The successful bidder shall observe and comply with all Municipal and Provincial safety regulations and shall obtain and pay for all permits, fees, etc. that may be applicable in carrying out the work.

The successful bidder must ensure that during the performance of the work of the contract, its personnel are equipped and wear appropriate personal protective equipment: footwear, head protection, etc.

A copy of the Health and Safety Policies of the Town of South Bruce Peninsula is available to the successful bidder upon request. The successful bidder is required to comply at a minimum with the safety standards of the Town of South Bruce Peninsula. The successful bidder shall provide a copy of their own Health and Safety Policy upon request.

The Town of South Bruce Peninsula retains the right to stop the successful bidder's work without penalty to the Corporation if the bidder does not comply with the Occupational Health and Safety Act, and the Health and Safety Policies and Procedures of the Town of South Bruce Peninsula or creates an unacceptable health and safety hazard.

The successful bidder shall be responsible for and shall pay all dues and assessments payable under the Workplace Safety and Insurance Act, the Employment Insurance Act or any other Act, whether Provincial or Federal, in respect to all his employees or operations and shall, upon request, furnish the Town of South Bruce Peninsula with satisfactory evidence that as, the successful bidder, the provisions of any act have been complied with.

The successful bidder will provide to the Town a WSIB Clearance Certificate or proof of WSIB Independent Operator Status prior to the execution of any contract.

The successful proponent have proof of insurance and cyber insurance to cover the Town in the event of a data breach.

19. Approval and Contract

- All quotation submissions as described herein are subject to the approval of the Town:
 - As required under the Purchasing Policy (Proponents are responsible to familiarize themselves with and understand the requirements outlined in the Town's Purchasing Policy;
 - As outlined in this Request for Proposal;

- Subject to the availability of funding/budget;
- Subject to the scoring/ranking as provided herein;
- Subject to Council approval, if required;

And;

- Subject to execution of an agreement (contract) between the parties.
- The Town of South Bruce Peninsula reserves the right, in its sole discretion, to enter negotiations with one Proponent or with any Proponents concurrently. In no event will the Town be required to offer any modified terms to any Proponent prior to entering into a contract, and the Town will not be liable to any Proponent as a result of such negotiations.

20. Confirmation Statement

Your signed "Statement by Bidder" form shall be taken as your statement that you understand the requirements and agree to comply with the requirements and any supplementary terms and conditions stated in the request for quotation document(s). Your signed "Statement by Bidder" form confirms that you have checked and confirmed your pricing and by signing the form, you agree that you have not omitted any items from your quotation submission and you will be bound by law to supply the services as specified at the prices proposed should you be the successful Proponent.

If a quotation submission is a joint submission of two (2) or more professionals or professional firms, one single quotation is to be coordinated and submitted by the lead with the required information. All contributing professionals or professional firms shall be noted in the quotation submission.