

NEGOTIATED REQUEST FOR PROPOSAL

Town of Caledon Website Modernization

NRFP # 2025-213



The Corporation of the Town of Caledon

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Attachment(s):

Appendix A – Form of Agreement

Appendix E – Town of Caledon IT Standards

INSTRUCTIONS FOR BIDDING

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS

1.1 Invitation to Proponents

This Negotiated Request for Proposals (the “NRFP”) is an invitation by the Town of Caledon (the “Town”) to prospective Proponents to submit proposals for **Negotiated Request for Proposal # 2025-213 / Town of Caledon Website Modernization**, as further described in Appendix D.

1.2 NRFP Contact

For the purposes of this procurement process, the “NRFP Contact” will be:

Marlene Capiral
Buyer
Finance Department
Town of Caledon
6311 Old Church Road
Caledon, ON L7C 1J6

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials or other representatives of the Town, other than the NRFP Contact, concerning matters regarding this NRFP for the period of time from the release of the NRFP up to and including the date that a contract has been awarded and results posted on the e-bidding system (the “Black Out Period”). Failure to adhere to this rule may result in the disqualification of the Proponent and the rejection of the Proponent’s proposal.

1.3 Type of Contract for Deliverables

The selected Proponent will be requested to enter into direct contract negotiations to finalize an agreement with the Town for the provision of the Deliverables. The terms and conditions found in the Form of Agreement (Appendix A) are to form the basis for commencing negotiations between the Town and the selected Proponent. It is the Town’s intention to enter into an agreement with only one (1) legal entity (the “Vendor”). The term of the agreement is to be for a period of three (3), with an option in favour of the Town to extend the agreement on the same terms and conditions for up to two (2) additional one (1) year periods.

1.4 NRFP Timetable

Issue Date of NRFP	November 7, 2025
Deadline for Questions	November 21, 2025 at 2:00 PM Local Time
Deadline for Issuing Addenda	November 28, 2025 at 2:00 PM Local Time
Submission Deadline	December 5, 2025 at 2:00 PM Local Time
Rectification Period	Five (5) business days
Anticipated Ranking of Proponents	Week December 18, 2025

Demonstration	Week of January 12, 2026
Contract Negotiation Period	Fourteen (14) calendar days
Anticipated Execution of Agreement	Week of February 2, 2026
Anticipated Contract Start Date:	Week of February 17, 2026
Contract Completion Date:	February 2029

The NRFP timetable is tentative and may be changed at the sole and absolute discretion of the Town at any time. For greater clarity, business days means all days that the Town is open for business.

1.5 Submission of Proposals

1.5.1 Proposals to be Submitted to Prescribed Location

Proposals must be submitted electronically to:

<https://caledon.bidsandtenders.ca>

Only e-bidding submissions through the website link specified above will be accepted. Paper based submissions, or any other form of submission will not be accepted.

1.5.2 Proposals to be Submitted on Time

Proposals must be submitted on or before the Submission Deadline. Proposals submitted after the Submission Deadline will not be accepted. Proponents are advised to make submissions well before the deadline. Proponents making submissions near the deadline do so at their own risk.

1.5.3 Deadline for Questions

The Deadline for Questions is stated above. If a change is required, the Town will issue an addendum. The Town cannot guarantee responses to questions submitted after the Deadline for Questions.

It is the responsibility of the Proponent to seek clarification of any matter that they are unclear before submitting a bid. Proponents are encouraged to utilize the e-bidding submit a question feature. The Town will assume no responsibility for oral discussion or suggestion.

1.5.4 Equivalent or Alternate Products / Services

The Town strives to purchase environmentally sound products and services whenever possible which include options that will minimize the Town's impact on the environment, provide the best value for the Town and perform effectively and efficiently. The Town also endeavors to purchase goods and services that meet accessibility requirements or contains relevant features. If a Proponent has a product or service with such features or benefits which are not mentioned in this NRFP, Proponents are requested to submit their suggestions via the e-bidding submit a question feature on or before the Deadline for Questions.

Proponents may suggest an alternative or equivalent product or service prior to the Deadline for Questions via the e-bidding submit a question feature for the Town's consideration where technical specifications listed in this NRFP require or refer to a specific trademark or trade name, patent, copyright, design, type, specific origin, producer, or supplier.

1.5.5 Proposals to be Submitted in Prescribed Format

All Proponents shall have a e-bidding system vendor account and be registered as a plan taker for this opportunity, which will enable the Proponent to download the solicitation document, to receive addenda email notifications, download addenda and submit their proposals electronically through the e-bidding system.

Proponents are cautioned that the timing of their submission is based on when the proposal is received by the e-bidding system, not when a proposal is submitted by a Proponent, as transmission can be delayed due to file transfer size, transmission speed or other technical factors.

For the above reasons, the Town recommends that Proponents allow sufficient time to upload their submission and attachment(s) (if applicable) and to resolve any issues that may arise. The closing date and time shall be determined by the Town's e-bidding system web clock.

Proponents should contact technical support at bids&tenders™ via telephone at 1-800-594-4798, or email to support@bidsandtenders.ca at least twenty-four hours prior to the deadline if they encounter any problems. The e-bidding system will send a confirmation email to the Proponent advising when the proposal was submitted successfully. If you do not receive a confirmation email, contact technical support immediately at bids&tenders™ via telephone at 1-800-594-4798, or email to support@bidsandtenders.ca.

To ensure receipt of the latest information and updates via email regarding this opportunity, or if a Proponent has obtained this solicitation document from a third party, the onus is on the Proponent to create a e-bidding system vendor account and register as a plan taker for the opportunity at <https://caledon.bidsandtenders.ca>.

1.5.6 Amendment of Proposals

Proponents may amend their proposals prior to the Submission Deadline. However, the Proponent is solely responsible for ensuring that the amended proposal is received by the e-bidding system by the Submission Deadline.

1.5.7 Withdrawal of Proposals

At any time throughout the NRFP process until the execution of a written agreement for provision of the Deliverables, a Proponent may withdraw a submitted proposal. To withdraw a proposal prior to the Submission Deadline, the Proponent is solely responsible for ensuring that the proposal is withdrawn through the e-bidding system. To withdraw a proposal after the Submission Deadline, a notice of withdrawal must be sent to the NRFP Contact and must be signed by an authorized representative of the Proponent.

1.5.8 No Bid

It is important that the Town receive a reply from all document takers. Although there is no obligation to submit a proposal, the completion of the Notice of No Bid form available via the e-bidding system will assist the Town in continually improving the proposal process.

1.5.9 Bid Results

Bid results will be available at <https://caledon.bidsandtenders.ca>

[End of Part 1]

PREVIEW

YOU MUST BE A REGISTERED PLAN TAKER
TO DOWNLOAD AN UNMARKED VERSION OF THIS FILE
WWW.BIDSANDTENDERS.COM – ORIGINAL DOCUMENT SOURCE

PART 2 – EVALUATION AND AWARD

2.1 Stages of Evaluation and Negotiation

The Town will conduct the evaluation of proposals and negotiations in the following stages:

2.2 Stage I – Mandatory Submission Requirements

Stage I will consist of a review to determine which proposals comply with all of the mandatory submission requirements. If a proposal fails to satisfy all of the mandatory submission requirements, the Town will issue the Proponent a rectification notice identifying the deficiencies and providing the Proponent an opportunity to rectify the deficiencies within a specified time period. If the Proponent fails to satisfy the mandatory submission requirements within the Rectification Period, its proposal will be rejected. The Rectification Period will begin from the date and time that the Town issues a rectification notice to the Proponent. The mandatory submission requirements are set out in Section A of the NRFP Particulars (Appendix D).

2.3 Stage II – Evaluation

Stage II will consist of the following two sub-stages:

2.3.1 Mandatory Technical Requirements

The Town will review the proposals to determine whether the mandatory technical requirements as set out in Section B of the NRFP Particulars (Appendix D) have been met. Questions or queries on the part of the Town as to whether a proposal has met the mandatory technical requirements will be subject to the verification and clarification process set out in Part 3.

2.3.2 Rated Criteria

The Town will evaluate each qualified proposal as set out in Section F of the NRFP Particulars (Appendix D).

2.4 Stage III - Demonstration/Interview

Following completion of Stage II – Technical Proposal Evaluation, only the top three (3) scoring Proponents will be invited to participate in the Demonstration and Interview stage. The Town reserves the right, at its sole discretion, to adjust the number of invitees based on the quality and scoring of the submissions received.

Short-listed Proponents will be required to provide a live one hour and thirty minutes (1.5 hour) Demonstration/Q&A of their proposed solution. The purpose of this session is to allow the Evaluation Team to further assess the Proponent's solution, the usability and quality of the proposed design, and the overall suitability of the proposed solution. The evaluation team will assess for the overall design, navigation, ease of use and innovation of the proposed solution.

The NRFP Contact will notify the selected Proponents of the date, time, and format of their Demonstration/Q&A. Invited Proponents shall ensure that the key personnel identified in their

Proposal are available to attend and are thoroughly familiar with the requirements of the NRFP and the contents of their submission.

Demonstrations will be scheduled after completion of the technical evaluation and prior to the opening of the pricing submissions. Scores assigned during this stage will be incorporated into each Proponent's overall technical score as part of the final evaluation.

Failure to attend or adequately participate in the Demonstration and Interview stage may result in disqualification from further consideration.

2.5 Stage IV – Pricing

Stage IV will consist of a scoring of the submitted pricing of each qualified proposal in accordance with the price evaluation method set out in Pricing (Appendix C). The evaluation of price will be undertaken after the evaluation of mandatory requirements, rated criteria and Demonstration/Interview has been completed.

2.6 Stage V – Ranking and Contract Negotiations

2.6.1 Ranking of Proponents

After the completion of Stage IV, all scores from Stage II, Stage III and Stage IV will be added together and the Proponents will be ranked based on their total scores. The top-ranked Proponent will receive a written invitation via email to enter into direct contract negotiations to finalize the agreement with the Town. In the event of a tie, the selected Proponents will be the Proponent selected by way of coin toss.

2.6.2 Contract Negotiation Process

Any negotiations will be subject to the process rules contained in the Terms and Conditions of the NRFP Process (Part 3) and will not constitute a legally binding offer to enter into a contract on the part of the Town or the Proponent and there will be no legally binding relationship created with any Proponent prior to the execution of a written agreement. The terms and conditions found in the Form of Agreement (Appendix A) are to form the basis for commencing negotiations between the Town and the selected Proponent. Negotiations may include requests by the Town for supplementary information from the Proponent to verify, clarify or supplement the information provided in its proposal or to confirm the conclusions reached in the evaluation, and may include requests by the Town for improved pricing or performance terms from the Proponent.

2.6.3 Time Period for Negotiations

The Town intends to conclude negotiations and finalize the agreement with the top-ranked Proponent during the Contract Negotiation Period, commencing from the date the Town invites the top-ranked Proponent to enter negotiations. A Proponent invited to enter into direct contract negotiations should therefore be prepared to satisfy the pre-conditions of award listed in Section C of the NRFP Particulars (Appendix D), provide requested information in a timely fashion and conduct its negotiations expeditiously.

2.6.4 Failure to Enter into Agreement

If the pre-conditions of award listed in Section C of the NRFP Particulars (Appendix D) are not satisfied or if the parties cannot conclude negotiations and finalize the agreement for the Deliverables within the Contract Negotiation Period, the Town may discontinue negotiations with the top-ranked proponent and may invite the next-best-ranked proponent to enter into negotiations. This process will continue until an agreement is finalized, until there are no more Proponents remaining that are eligible for negotiations or until the Town elects to cancel the NRFP process.

[End of Part 2]

PREVIEW

YOU MUST BE A REGISTERED PLAN TAKER
TO DOWNLOAD AN UNMARKED VERSION OF THIS FILE
WWW.BIDSANDTENDERS.COM – ORIGINAL DOCUMENT SOURCE

PART 3 – TERMS AND CONDITIONS OF THE NRFP PROCESS

3.1 General Information and Instructions

3.1.1 Proponents to Follow Instructions

Proponents should structure their proposals in accordance with the instructions in this NRFP. Where information is requested in this NRFP, any response made in a proposal should reference the applicable section numbers of this NRFP.

3.1.2 Proposals in English

All proposals are to be in English only.

3.1.3 No Incorporation by Reference

The entire content of the Proponent's proposal should be submitted in a fixed form, and the content of websites or other external documents referred to in the Proponent's proposal but not attached will not be considered to form part of its proposal.

3.1.4 Past Performance

In the evaluation process, the Town may consider the Proponent's past performance or conduct on previous contracts with the Town or other institutions.

3.1.5 Information in NRFP Only an Estimate

The Town and its advisers make no representation, warranty or guarantee as to the accuracy of the information contained in this NRFP or issued by way of addenda. Any quantities shown or data contained in this NRFP or provided by way of addenda are estimates only, and are for the sole purpose of indicating to proponents the general scale and scope of the Deliverables. It is the Proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this NRFP.

3.1.6 Proponents to Bear Their Own Costs

The Proponent shall bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for interviews, demonstrations or negotiations.

3.1.7 Proposal to be Retained by the Town

The Town will not return the proposal, or any accompanying documentation submitted by a proponent.

3.1.8 No Guarantee of Volume of Work or Exclusivity of Contract

The Town makes no guarantee of the value or volume of work to be assigned to the successful Proponent. The agreement to be negotiated with the selected Proponent will not be an exclusive

contract for the provision of the described Deliverables. The Town may contract with others for goods and services the same as or similar to the Deliverables or may obtain such goods and services internally.

3.2 Communication after Issuance of NRFP

3.2.1 Proponents to Review NRFP

Proponents shall promptly examine all of the documents comprising this NRFP, and

- (a) shall report any errors, omissions or ambiguities; and
- (b) must submit all questions, seek additional information or provide comments in writing through the e-bidding submit a question feature on or before the Deadline for Questions stated in the Instructions for Bidding.
- (c) All questions or comments submitted by Proponents to the e-bidding submit a question feature shall be deemed to be received once the email has entered into the e-bidding system. No such communications are to be directed to anyone or by any other means than submission through the e-bidding system and the Town shall not be responsible for any information provided by or obtained from any source other than the NRFP Contact or the e-bidding system. The Town is under no obligation to provide additional information. It is the responsibility of the Proponent to seek clarification through the e-bidding submit a question feature on any matter it considers to be unclear. The Town shall not be responsible for any misunderstanding on the part of the Proponent concerning this NRFP or its process.

3.2.2 All New Information to Proponents by Way of Addenda

This NRFP may be amended only by addendum in accordance with this section. If the Town, for any reason, determines that it is necessary to provide additional information relating to this NRFP, such information will be communicated to all Proponents by addendum. Each addendum forms an integral part of this NRFP and may contain important information, including significant changes to this NRFP. Proponents are responsible for obtaining all addenda issued by the Town through the e-bidding system. Proponents will be required to confirm acknowledgement of all addenda before submitting their proposal through the e-bidding system.

3.2.3 Post-Deadline Addenda and Extension of Submission Deadline

If the Town determines that it is necessary to issue an addendum after the Deadline for Issuing Addenda, the Town may extend the Submission Deadline for a reasonable period of time.

3.2.4 Verify and Clarify

When evaluating proposals, the Town may request further information from the Proponent or third parties to verify or clarify the information provided in the Proponent's proposal, including but not limited to clarification with respect to whether a proposal meets the mandatory technical requirements set out in Section B of the NRFP Particulars (Appendix D). The Town may revisit, re-evaluate and rescore the Proponent's response or ranking based on any such information.

3.3 Notification and Debriefing

3.3.1 Notification to Other Proponents

Once an Agreement is executed by the Town and a Proponent, award results including the name of the Proponent and contract award amount will be made available at <https://caledon.bidsandtenders.ca>.

3.3.2 Debriefing

Proponents may request a debriefing after receipt of a notification of the outcome of the procurement process. All requests must be in writing to the NRFP Contact and must be made within sixty (60) days of such notification in accordance with the Town's procurement debriefing protocol.

3.3.3 Procurement Protest Procedure

If a Proponent wishes to challenge the NRFP process, it should provide written notice to the NRFP Contact in accordance with the Town's procurement protest procedures and any applicable trade agreement or other applicable bid protest procedures. The notice must provide a detailed explanation of the Proponent's concerns with the procurement process or its outcome.

3.4 Conflict of Interest and Prohibited Conduct

3.4.1 Conflict of Interest

For the purposes of this NRFP, the term "Conflict of Interest" includes, but is not limited to, any situation or circumstance where:

- (a) in relation to the NRFP process, the Proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to (i) having, or having access to, confidential information of the Town in the preparation of its proposal that is not available to other Proponents, (ii) communicating with any person with a view to influencing preferred treatment in the NRFP process (including but not limited to the lobbying of decision makers involved in the NRFP process), or (iii) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive NRFP process or render that process non-competitive or unfair; or
- (b) in relation to the performance of its contractual obligations under a contract for the Deliverables, the proponent's other commitments, relationships or financial interests (i) could, or could be seen to, exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgement, or (ii) could, or could be seen to, compromise, impair or be incompatible with the effective performance of its contractual obligations.

3.4.2 Disqualification for Conflict of Interest

The Town may disqualify a Proponent for any conduct, situation or circumstances, determined by the Town, in its sole and absolute discretion, to constitute a Conflict of Interest as defined above.

3.4.3 Disqualification for Prohibited Conduct

The Town may disqualify a Proponent, rescind a notice of selection or terminate a contract subsequently entered into if the Town determines that the Proponent has engaged in any conduct prohibited by this NRFP.

3.4.4 Prohibited Proponent Communications

Proponents must not engage in any communications that could constitute a Conflict of Interest and should take note of the Conflict of Interest declaration set out in the Submission Form (Appendix B).

3.4.5 Proponent Not to Communicate with Media

Proponents must not at any time directly or indirectly communicate with the media in relation to this NRFP or any agreement entered into pursuant to this NRFP without first obtaining the written permission of the NRFP Contact.

3.4.6 No Lobbying

Proponents must not, in relation to this NRFP or the evaluation and selection process, engage directly or indirectly in any form of political or other lobbying whatsoever to influence the selection of the successful Proponent(s).

3.4.7 Illegal or Unethical Conduct

Proponents must not engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud, coercion or collusion. Proponents must not engage in any unethical conduct, including lobbying, as described above, or other inappropriate communications; offering gifts to any employees, officers, agents, elected or appointed officials or other representatives of the Town; deceitfulness; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises or may be seen to compromise this NRFP.

3.4.8 Past Performance or Past Conduct

The Town may prohibit a Proponent from participating in a procurement process based on past performance or based on inappropriate conduct in a prior procurement process, including but not limited to the following:

- (a) illegal or unethical conduct as described above;
- (b) the refusal of the supplier to honour its submitted pricing or other commitments; or
- (c) any conduct, situation or circumstance determined by the Town, in its sole and absolute discretion, to have constituted an undisclosed Conflict of Interest.

3.5 Confidential Information

3.5.1 Confidential Information of the Town

All information provided by or obtained from the Town in any form in connection with this NRFP either before or after the issuance of this NRFP

- (a) is the sole property of the Town and must be treated as confidential;
- (b) is not to be used for any purpose other than replying to this NRFP and the performance of any subsequent contract for the Deliverables;
- (c) must not be disclosed without prior written authorization from the Town; and
- (d) must be returned by the Proponent to the Town immediately upon the request of the Town.

3.5.2 Confidential Information of Proponent

A Proponent should identify any information in its proposal or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by the Town. The confidentiality of such information will be maintained by the Town, except as otherwise required by law or by order of a court or tribunal. Proponents are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by the Town to advise or assist with the NRFP process, including the evaluation of proposals. All Proponent proposal disclosures will be made in accordance with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) or as directed by the Information and Privacy Commissioners Office. If a Proponent has any questions about the collection and use of personal information pursuant to this NRFP, questions are to be submitted to the NRFP Contact.

3.6 Procurement Process Non-Binding

3.6.1 No Contract A and No Claims

This procurement process is not intended to create and will not create a formal, legally binding bidding process and will instead be governed by the law applicable to direct commercial negotiations. For greater certainty and without limitation:

- (a) this NRFP will not give rise to any Contract A–based tendering law duties or any other legal obligations arising out of any process contract or collateral contract; and
- (b) neither the Proponent nor the Town will have the right to make any claims (in contract, tort, or otherwise) against the other with respect to the award of a contract, failure to award a contract or failure to honour a proposal submitted in response to this NRFP.

3.6.2 No Contract until Execution of Written Agreement

This NRFP process is intended to identify prospective Proponents for the purposes of negotiating potential agreements. No legal relationship or obligation regarding the procurement of any good or service will be created between the Proponent and the Town by this NRFP process until the

successful negotiation and execution of a written agreement for the acquisition of such goods and/or services.

3.6.3 Non-Binding Price Estimates

While the pricing information provided in proposals will be non-binding prior to the execution of a written agreement, such information will be assessed during the evaluation of the proposals and the ranking of the Proponents. Any inaccurate, misleading or incomplete information, including withdrawn or altered pricing, could adversely impact any such evaluation or ranking or the decision of the Town to enter into an agreement for the Deliverables.

3.6.4 Cancellation

The Town may cancel or amend the NRFP process without liability at any time.

3.7 Governing Law and Interpretation

These Terms and Conditions of the NRFP Process (Part 3):

- (a) are intended to be interpreted broadly and independently (with no particular provision intended to limit the scope of any other provision);
- (b) are non-exhaustive and will not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations; and
- (c) are to be governed by and construed in accordance with the laws of the province of Ontario and the federal laws of Canada applicable therein.

[End of Part 3]

APPENDIX A – FORM OF AGREEMENT

Proponents should refer to the document attached for Appendix A – Form of Agreement.

APPENDIX B – SUBMISSION FORM

Proponents should refer to the instructions attached to the solicitation for the Appendix B – Submission Form requirements and provide that information in accordance with the instructions provided in the e-bidding system.

APPENDIX C – PRICING

1. Instructions on How to Provide Pricing

- (a) Proponents shall complete the Schedule of Prices provided in the e-bidding fillable forms section.
- (b) Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.
- (c) Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.
- (d) Fee Proposal – Price Breakdown
Proponent shall upload in a chart, table or spreadsheet format, a breakdown of all costs and total price in the Document Section of the online e-bidding system in the area specified 'Fee Proposal - Price Breakdown'.
- (e) The price breakdown shall include, but not be limited to, names of all assigned staff, their roles, hourly rates and number of hours allocated to this project and total price per person and any other fees that may be applicable, including breakdown of disbursements. The price breakdown must add up to the Total Price

2. Evaluation of Pricing

Pricing will be scored based on a relative pricing formula using the rates set out in the pricing form. Each Proponent will receive a percentage of the total possible points allocated to price for the particular category it has submitted a proposal for, which will be calculated in accordance with the following formula:

$$\text{Lowest price} / \text{Proponent's price} \times \text{weighting} = \text{Proponent's pricing points}$$

APPENDIX D – NRFP PARTICULARS

A. MANDATORY SUBMISSION REQUIREMENTS

1. Submission Form (Appendix B)

Each proposal must include a Submission Form (Appendix B) completed and signed by an authorized representative of the Proponent.

2. Pricing (Appendix C)

Each proposal must include pricing information that complies with the instructions contained in Pricing (Appendix C).

3. Other Mandatory Submission Requirements

The other mandatory submissions requirements that apply to this NRFP, if any, are set out below.

B. MANDATORY TECHNICAL REQUIREMENTS

The Town requires that Proponents meet the following mandatory technical requirements:

1. The Proponents must have experience in providing website modernization projects within a public/municipal sector in Ontario. The Proponent must submit a minimum of three (3) references, preferably from municipalities for whom the Proponent has successfully completed work of the same or greater size, scope and budget in the past five (5) years. Proponents shall upload all documentation and information requested for this Mandatory Technical Requirement in the e-bidding fillable form area titled: Mandatory Technical Requirements # 1- References
2. The Proponent must complete the following Mandatory Technical Requirements fillable forms:

a. Mandatory Technical Requirements

Proponents must confirm their ability to fully satisfy these Mandatory Technical Requirements.

By marking “Yes” to a mandatory requirement, the Proponent is confirming that they meet the mandatory requirement at the time of submission and continue to comply with them during the Contract.

Any mandatory requirement that is marked “No” will result in the entire Proposal being disqualified as non-compliant. Prior to responding “No” to any requirement or if a requirement seems to be ambiguous, Proponents are requested to submit a question to the Buyer through Bids and Tenders.

The Town reserves the right to confirm that the Proponent meets all Mandatory Requirements at the time of submission. Should the Town determine that the Proponent does not meet a Mandatory Requirement at the time of submission, the Town reserves the right to disqualify the Proposal from further evaluation.

b. Cloud Security Assessment Questionnaire

Proponents must respond to each question within the Cloud Security Assessment Questionnaire; should the Proponent fail to respond to all questions below their Proposal will be rejected as non-compliant.

Should the Proponent wish to submit additional information, which they cannot properly provide within this section, they may upload it as part of a separate file into the Bidding System prior to submitting their Proposal. Proponents are requested to provide a reference to this information (i.e. see Cloud Security Assessment Additional Information) in their response below.

Responses to the Cloud Security Assessment Questionnaire will be reviewed by the Town's IT team and evaluated on a pass/fail basis. No separate score will be given, nor will it be used in determining the best value to the Town.

Proponents that passed the Cloud Security Assessment Questionnaire stage will move on to the next stage; others will be removed from further consideration.

3. A Subcontractor will not be permitted to undertake works more than fifty (50) percent of the total contract price. The Proponent must submit a complete list of all subcontractors who will perform the work, along with the type of work, estimated value of work and the percentage of subcontractor's work to the overall project. Proponents shall provide all documentation requested for this Mandatory Technical Requirement in the e-bidding fillable form area titled: List of Subcontractors, and "Document Uploads" section titled: Section 3 – Assigned Project Team

The Town reserves the right to reject any submission unless the Proponent demonstrates to be skilled and regularly engaged in the same work as outlined in this NRFP. The Town reserves the right to reject a bid if references provided by the Proponent are not satisfactory to the Town, at the Town's sole and absolute discretion.

C. PRE-CONDITIONS OF AWARD

1. **Agreement** – A fully executed Agreement signed by the Vendor and the Town
2. **Certificate(s) of Insurance** – confirming all required insurance policies are in place in accordance with the ITT Document naming the Town of Caledon as additional insured. All insurance certificates must be issued by an insurer licensed to underwrite insurance in the Province of Ontario.

- I. Commercial General Liability Insurance, having an inclusive limit of not less than \$5,000,000 per occurrence.
- II. Standard Form Automobile Liability Insurance having an inclusive limit of not less than \$2,000,000 per occurrence.
- III. Non-Owned Automobile Liability Insurance having an inclusive limit of not less than \$2,000,000 per occurrence
- IV. Information Technology Errors and Omissions including Cyber liability insurance insuring the Vendor to a limit of not less than five million dollars (\$5,000,000) per claim and five million dollars (\$5,000,000) in the aggregate. Coverage under such policy will respond to, but not be limited to the following:
 - a. Privacy breach and violations as a result of but not limited to unauthorized access to or wrongful disclosure or dissemination of any private information, failure to properly handle, manage, store, destroy or control personal or confidential information and include the failure to comply with any privacy laws;
 - b. Coverage will extend to include the costs associated with notification of affected parties including credit monitoring costs for those individuals, regardless if required by statute as well as any third party fines or penalties or costs imposed as a result of any privacy or cyber breach including defense of any regulatory action involving a breach of privacy;
 - c. Privacy breach expenses including crisis management and credit monitoring expenses related to electronic and non-electronic breaches up to a limit of \$1,000,000;
 - d. Network security to protect against incidents arising from system security failures such as, but not limited to, unauthorized access, theft or destruction of data, electronic security breaches, denial of service, spread of virus within the Vendor's and computer network or software or affecting the Town's computer network, or, other third party computer information systems and will further include expenses related to third party computer forensics;
 - e. Extra Expense or lost business income as a result of any of the above including data recovery following an illegal or malicious entry into the computer systems by authorized or unauthorized users;
 - f. Disruption of e-commerce services by website hosting services, on-line inventory control services, credit card or point of payment authorization services;
 - g. Content or media liability including personal and advertising liability, intellectual property infringement coverage (copyright, trademark, trade name, service mark, trade dress or trade secret) arising out of the,

hardware, equipment, software or media content created, produced or disseminated by the Vendor ;

- h. Coverage for delay in performance of a contract or loss or damage resulting from the SUPPLIER'S Vendor's error or omission in the design, installation, production or provision of services; and
- i. Coverage for damages resulting from dishonest and criminal acts committed by an employee or agent of the Vendor to a limit of not less than \$500,000 including cyber crime and social engineering.

3. **Clearance Letter or Clearance Certificate** from the Workplace Safety and Insurance Board

4. **Accessibility Compliance Form** – confirming all employees working on the project have completed Accessibility Training as outlined on the Town's website –

<https://www.caledon.ca/en/government/council--town-administration-bids-and-tenders.aspx#Training-Requirement>

Once individuals have completed the accessibility training, they are to complete and sign the Accessibility Compliance Form. One form per individual performing work related to this contract is required.

D. MATERIAL DISCLOSURES

1. Printing, Copying and Drawings

All printing, copying and drawings are the responsibility of the Vendor to produce at its own cost. Town will not provide such services nor provide any printed documents or drawings.

2. Deliverables to meet Accessibility for Ontarians with Disabilities Act (AODA) Requirements

All digital documents and final deliverables provided to the Town by the Vendor or its subcontractors must be provided in an accessible format which must meet a minimum WCAG 2.0 Level AA requirements in accordance with The Accessibility for Ontarians with Disabilities Act (AODA).

3. Health and Safety

The Vendor acknowledges that it has reviewed the Town's Occupational Health and Safety Workplace Violence Policy regarding responsibilities and agrees that if awarded a contract will work in compliance with the requirements of such Program. The policy is available at

<http://www.caledon.ca/en/business/resources/Contractors-Safety-Program.pdf>.

4. Vendor Code of Conduct

The Vendor, its subcontractors and suppliers shall comply with the Town's Vendor Code of Conduct located at www.caledon.ca/purchasing.

PREVIEW

YOU MUST BE A REGISTERED PLAN TAKER
TO DOWNLOAD AN UNMARKED VERSION OF THIS FILE
WWW.BIDSANDTENDERS.COM – ORIGINAL DOCUMENT SOURCE

E. RATED CRITERIA

The following sets out the categories, weightings and descriptions of the rated criteria of the NRFP. Proponents who do not meet a minimum threshold score for a category will not proceed to the next stage of the evaluation process.

To be considered for Stage IV – Pricing, Proponents must meet all the following conditions:

1. Stage II – Mandatory Technical Requirements
 - The Proponent must meet all mandatory technical requirements and receive a “Pass” in this stage.
2. Stage II – Rated Criteria (Technical Proposal)
 - The Proponent must achieve a minimum score of 42 points (70% of the total available points) in the Rated Criteria evaluation.
3. Stage III – Demonstration / Interview
 - Only the top three (3) highest-scoring Proponents from Stage II- Rated Criteria (Technical Proposal) will be invited to participate in the Demonstration/Interview.

Following completion of Stage III, only the top three (3) Proponents who participated in the Demonstration/Q&A will advance to Stage IV – Pricing.

PROPOSAL EVALUATION SCORING SHEET

Rated Criteria Category	Weighting (Points)	Minimum Threshold
Stage II – Mandatory Technical Requirements		
Mandatory Technical Requirements	Pass/Fail	Pass
Stage II – Rated Criteria (Technical Proposal)		
Section 1 – Company Profile/ References/Comparable Projects	5 Points	
Section 2 – Technical Requirements, Design and Technical Approach/ Capabilities	35 Points	
Section 3 – Project Management, Training, Support & Documentation	10 Points	
Section 4 – System Warranty, and Support Terms and Conditions	10 Points	
Subtotal for Stage II – Rated Criteria	60 Points	42 Points
Stage III - Demonstration/Q&A		
Demonstration/Interview: A. Design B. Navigation C. Ease of Use D. Innovation	25 Points <i>(5 points each item under Demo)</i>	

E. AI Capabilities		
Stage IV - Pricing		
Pricing	15 Points	
Total Points	100 Points	

SCORING MATRIX

Score	Rating	Description
5	Excellent	Exceeds most or all the requirement(s)
4	Above Average	Exceeds some of the requirement(s)
3	Satisfactory	Meets all requirement(s)
2	Below Average	Meets some of the requirement(s)
1	Poor	Minimally addresses some, but not all the requirement(s)
0	Incomplete	Non-responsive or did not meet any requirement(s)

STAGE II – Rated Criteria (Technical Proposal)

This section should contain technical information only, **with no reference to fees.**

Section 1 – Company Profile/ References/Comparable Projects

Proponent shall upload all documentation and information in the Document Uploads section of the online e-bidding system in the area specified as: **'Section 1 – Company Profile/ References/Comparable Projects'**.

- a. Company profile, including history and philosophy
- b. Areas of expertise
- c. Organization (size, number of employees, etc.)
- d. Office location(s)

Company Profile

Provide a description of the proposing company, including, but not limited to:

- List of Canadian Municipal clients,
- Experience in similar projects - The Company has implemented at least 3 projects in Municipal Organization anywhere in Canada, and lessons learned
- Any contracts canceled for convenience or cause in the previous five years, and
- Track record for on-time delivery of planned/deliverables and upgrades over the past three years.
- Track record for on-time support responses to incidents logged over the past year.
- Identify the main issues (and their resolution) in performing comparable work in the past and how will you apply those lessons learned for the Work specified in this NRFP.

Assigned Project Team

The Proponent shall demonstrate that the Proponent has the necessary technical expertise and project management experience to carry out the requirements of this project. The Proponent should identify and provide information about all resources including Subconsultants that will be part of the consulting team. The key personnel and Subconsultants assigned to the Project shall not be altered unless prior written authorization is obtained from the Town.

Organizational Chart

Include an Organization Chart showing all key personnel to be assigned to this project identifying:

- Proponent team firms (i.e. Proponent and all Subcontractors firm names)
- Key Personnel with each firm and their proposed role on this project (i.e. Project Manager)

Resumes of Key Personnel (maximum 2 pages per person)

Provide resumes for each of the Key Personnel from the project team to be assigned to this project whether from the Proponent firm or Subcontractor. Greater and more relevant experience will score higher. Resumes should include:

- Full Name
 - Current and past roles and responsibilities
 - Education
 - Years of experience (with firm/total)
 - Relevant (managerial and/or technical) experience
 - Professional designations as applicable
- The Project Manager shall be proficient in managing projects of similar size and scope.
 - Have a team of qualified and experienced staff and/or subcontractor(s) with knowledge and skills of various disciplines required to perform the Work, and
 - Prove their capacity and resources to complete all tasks listed in Terms of Reference section based on projects of comparable size and scope completed by the Proponent.

Section 2 – Technical Requirements, Design and Technical Approach/ Capabilities

Proponents shall complete the 'Technical Requirements' fillable form in the Specification section of the online e-bidding system. Any relevant supporting documentation must then be uploaded to the Document Uploads section under "Section 2 – Technical Requirements, Design and Technical Approach/Capabilities"

- a) Refer to the Town's Information Systems Standards when completing this part of the NRFP (Schedule A). Specific requirements are included in the Technical Requirements fillable form.

Proponent shall respond with the applicable response code under the 'Response' column and provide relative/supportive information in the 'Comments' column for each line item.

Proponents shall utilize the "Document Uploads" provided within each section of the e-bidding system for the submission of any additional or supporting information they wish to include with their proposal.

Proponents will be evaluated on the overall quality, functionality, and feasibility of their proposed technical solution and design approach, in alignment with the municipality's operational needs and long-term goals.

Section 3 - Project Management, Training, Support and Documentation

Proponents shall complete the 'Project Management, Training, Support and Documentation' fillable form in the Specification section of the online e-bidding system. Any relevant supporting

documentation must then be uploaded to the Document Uploads section under “Section 3 – Project Management, Training, Support and Documentation.”

- a) Proponent shall respond Yes or No under the ‘Available’ column and provide relative/supportive information in the ‘Comments’ column for each line item.

Proponents shall utilize the “Document Uploads” provided within each section of the e-bidding system for the submission of any additional or supporting information they wish to include with their proposal.

Section 4 – System Warranty & Support Terms & Conditions

Proponents shall complete the ‘System Warranty & Support Terms & Conditions’ fillable form in the Specification section of the online e-bidding system. Any relevant supporting documentation must then be uploaded to the Document Uploads section under “Section 4 – System Warranty & Support Terms & Conditions”.

- a) Proponent shall respond Yes or No under the ‘Available’ column and provide relative/supportive information in the ‘Comments’ column for each line item.

Proponents shall utilize the “Document Uploads” provided within each section of the e-bidding system for the submission of any additional or supporting information they wish to include with their proposal.

F. THE DELIVERABLES

The Town of Caledon (the “Town”) intends to redevelop its website to improve accessibility, usability, content management and overall digital experience for residents, businesses and visitors. The new website reflects best practices in user experience (UX), be optimized for mobile and desktop and meet legislative requirements for accessibility and data privacy.

1. OBJECTIVE

The Town of Caledon is a vibrant, highly educated and diverse community. We are looking for a highly innovative, forward-thinking company to redesign our website on a new platform. The new website design and functionality must be user-centric that is relevant to target audience, easy to use and enhance citizen engagement and promote the community.

2. BACKGROUND

The Town is committed to providing the best user experience to our residents and stakeholders. Currently, the website lacks consistency, is not easily navigated and has an archive of dated information. The updated site should be organized in a way that is intuitive to the viewer – whether residents, visitors or business to help them find information or accomplish tasks.

The current website is built on an end-of-life technology. The current end-of-life date is June 30, 2027. The site houses approximately 800 webpages containing current and dated information and images and 3 additional subdomains (Economic Development, ‘Have your Say’ and Visit Caledon. A website audit will take place internally for migration purposes.

The Town is looking for qualified proponents to provide a holistic solution that includes the following system features and capabilities:

- **Content Management System (CMS) Capabilities** – provide a user-friendly workflow approval-oriented content management system for web authors to update information. Including the specifications:
 - Modern user interface and design aspects available
 - Upload mechanism, a preview mode for content (with spell/grammar check) before publishing live
 - Can create and maintain user accounts and groups with differing levels of permission
 - Reporting functionality to show user activity and audit trails
 - Implementation of style sheets limited user of font face/colours/size and “look and feel”
 - Notifications sent on content expiry, orphaned items, approval submission and when internal page links are broken
 - Support multimedia content objects like images, video, embedded video and other media
 - Provides the ability to add metadata to the image or document record for search indexing purposes
 - Provides the ability to add metadata to documents or media files for search indexing purposes

- Encrypts all user password stored in the database
- **Mobile First Design:** the new website needs to be mobile friendly to work on all smartphones (android/iOS and tablets).
- **Search Engine Functionality and Analytics** – search engine optimization connected to analytics will provide essential visitor information. The Search Engine Optimization (SEO) and analytics must provide tracking and recording all site searches (i.e. Abandoned searches).
- **Subdomains** – the site must support subdomains.
- **News Alerts** – the design of the site must have the functionality to post a news alert for emergency announcements, service disruptions, etc.
- **Community Calendar:** The new website needs to have a community events calendar. The calendar must:
 - Serve as a repository for local events
 - Allow residents and local community groups to submit events using a standard online form
 - Allow staff to review submissions before they go live
- **Municipal Calendar** – the municipal calendar must be separate from the community events calendar. It would be the channel used to communicate official Town of Caledon meetings, including council meetings, open houses, committee meetings and other similar events.
 - For reference, the City of Brampton has features the Town would like in its version:
<https://www.brampton.ca/EN/Arts-Culture-Tourism/Festival-and-Events>
- **File Link Management** – must have the ability to update documents without need to reconnect links.
- **Simplified dynamic and data driven layout** – the new website should minimize clicks on high traffic webpages or topics.
- **Easy Navigation** – must use best practices of user interface design to maximize resident ease of use of the new website (e.g. breadcrumb navigation functionality to visualize site hierarchy and tool tips to aid in site understanding).
- **Language Translation** – site must have the functionality to translate content into different languages.
- **Community Engagement Platform** - Provide the ability to collaboratively manage citizen engagement either within the platform or an integration to a 3rd party engagement platform.
 - For reference, the City of Halifax has features the Town would like in its version:
<https://engagehalifax.ca/>
- **Integrations** – prove the ability to easily integrate with the following:
 - GIS mapping tools
 - Third-party form solutions
 - CRM portals and platforms
 - Payment gateways (e.g., Moneris, PayPal, Square)
 - Microsoft 365 suite of tools
 - Open data and dashboards
 - Recruitment platforms like UKG Kronos
 - Meeting Management platforms like eScribe
 - Analytics tools (GA4, Looker Studio)
 - Event scheduling and Calendar mechanism
 - Marketing automation tools (e.g. Mailchimp)
 - Chatbots and social media feeds

- **Accessibility & Inclusivity** – provide a website that is always AODA compliant and meets WCAG2.1 Level AA and is positioned to meet future legislated accessibility needs.
- **Hosting, Security & Compliance** – a fully cloud-based website hosting and storage solution, with servers located within Canada. The hosting solution includes the ability to meet variable traffic demands at all times, including during special intermittent events such as extreme weather event. Platform supports Single Sign-on (“SSO”) using SAML 2.0 against the Town’s Identity Provider (“IdP”) to enable access for Town Members for administrative purposes. The website enables the Town to securely collect and transfer information that meets the Town’s obligations of the Municipal Freedom of Information and Protection of Privacy and Personal Information Protection Act.

3. DELIVERABLES

Phase 1

To ensure successful solution implementation the project will be delivered using multiple delivery milestones. The Supplier’s project manager will be responsible for communicating back the Town the completion of these milestones.

- 1) Milestone one – 3 Mockups of proposed design proof of concept
 - a. The Proponent (“Vendor”) will provide a minimum of three (3) mockups of the proposed design that are substantially different (more than just a change of colours) for the Website Modernization team to review.
 - b. Each design should provide a wireframe and should include a homepage and an interior page.
 - c. The Website Modernization team to review and provide feedback.
- 2) Milestone two – Migration of Content
 - a. Develop a Content Creation and Migration plan for the migration and/or creation of all identified content from existing Caledon.ca website to the new content structure and pages.
 - b. Migrate identified content to new site based on agreed upon mockup in test environment.
 - c. Training - The Supplier will provide training and accompanying technical documentation or resource materials to Town administrative staff to use in administering the solution following deployment. All solution documentation and support are to be provided in English.
- 3) Milestone three – identify the key integrations (e.g. GIS, identity and access management solution) that it requires to be developed and delivered as part of the Caledon.ca proposed solution. Identify the technical and functional requirements for these and future integrations.
- 4) Milestone four – user acceptance testing of website including Accessibility Testing (AODA) and issue resolution.
 - a. The accessibility test should measure the website’s compliance against WCAG 2.1 AA standard, providing overall accessibility score for the website, and list of identified deficiencies, including issue and location.
- 5) Milestone five – production deployment of website and all integrations and features of the solution.

Phase 2

Support and maintenance of proposed solution

During the term of this agreement, the Supplier will carry out scheduled system patching, upgrades and enhancements within established and well communicated schedules. This will allow for seamless operations of the dependent systems. All major system changes and upgrades must be fully tested and certified with the Town prior to rollout to prevent any undesirable behaviour and/or loss of functionality to the Town's systems.

Technical Support Requirements Post Go Live

To ensure that the system is active and functions according to expected service levels the Town requires, a detailed support plan offering should be included with the proposal. The support plan should include services not limited to the following:

- Configure additional Town of Caledon services that may be offered.
- Recover of services due to system failure or outage which may result in the change of network parameters.
- Provision of periodic performance reports on the platform detailing system uptimes, active systems and utilization.

Technical Support Operations

The Supplier shall be responsible for providing technical support for the Solutions to ensure its service levels are achieved. In this case, the operator is the Town. At a minimum, the Supplier must provide:

- A single point of contact or service for collating and resolving all technical issues related to utilizing the system in production.
- The support service must have availability that is compatible for the regular hours of operation of the Town staff. Office hours are 8:00am – 5:00pm EST Monday to Friday for Town staff.
- Service Level Agreement (SLA), with at least 99.9% uptime, with budgetary penalties for not meeting that goal.
- The support service shall provide system monitoring guarantee uptimes, respond to security threats and proactive resolution of system failure or issues.
- A tracking system for administrator so that requests and correspondence can be monitored.
- A technical support team comprised of staff members with adequate skillsets that are dedicated to resolving technical issues and meeting the standardized response times as described below:
 - I. Urgent Priority – Critical Business Impact – the Town and its customers are unable to either use the solution or a security incident has been identified. The Supplier with commence work on resolving this within one (1) hour of notification and will engage staff as needed during business hours until an acceptable resolution is achieved. The Supplier may, with the agreement of the Town elect to send senior staff to the Town location to accelerate problem resolution.
 - II. High Priority – Significant Business Impact – Important features of the solution are not working properly and there are no acceptable, alternative solutions. While other

areas of the System are not impacted, the reported deficiency has created a significant, negative impact on the service level. The Supplier will commence work on resolving the deficiency within two (2) hours of notification and will engage staff during business hours until an acceptable resolution is achieved.

- III. Medium Priority – Some Business Impact – Important features of the System are unavailable, but an alternative solution is available or non-essential features of the System are unavailable with no alternative solution. The customer impact, regardless of product usage, is minimal loss of operational functionality or implementation resources. The Supplier will commence work on resolving the deficiency within one (1) business day of notification and will engage staff during business hours until an acceptable resolution is achieved.
- IV. Low Priority – Minimal Business Impact – The Town submits a System configuration request, enhancement or documentation clarification which has no operational impact. The implementation or use of the Software by the Town is continuing and there is no negative impact on productivity. The Supplier will provide an initial response regarding the request within one (1) business week.

Professional Services – Post Go Live

During the term of this agreement, the Town may roll out additional business systems that may require integration into this solution. Professional Services will be required on an “as and when” required basis.

Lead times for response to new business system are to be provided within two (2) weeks. Note that the Town is not to be charged for completion of the response to a new business system request. Chargeable services may only begin upon the Town’s formal approval to proceed with the project.

Formal approval and acceptance of the quote must be provided by the Town prior to the start of any work.

4. SCHEDULE

The project implementation is expected to commence in Q1 2026 and must employ a phased delivery approach of tangible features.

The Vendor must allocate a minimum of two (2) weeks for Town feedback and response once mock-ups are presented. It is anticipated that the overall solution will be live to users by April 30, 2026, with additional work to continue into the support and maintenance phase of the solution.

Project Milestones	Deliverable Date
Mock-ups	Feb 2, 2026
Town’s review and feedback of proof of concept	Feb 16, 2026
Solution live to Town users	April 30, 2026

Throughout the contract period, the Vendor shall update the project work plan and schedule to show progress in the form of Gantt chart(s) in weekly increments and submit to the Town with their monthly status report.

It is imperative that the schedule is kept on track and the Project is successfully completed according to schedule.

All changes to the Schedule, if any, must be approved by the Town's Project Manager.

Any reasonable steps that will advance the completion of the project will be considered.

5. PAYMENT TERMS

The payment terms for the Contract are as follows:

Implementation and Redevelopment Phase:

The Town shall make payments to the Supplier for work performed during implementation of the Website Modernization project with the following milestones:

Website Modernization	Milestone Percentages
Planning and Design Completion	5%
Migration from Current Website Completion	25%
Integrations Completion	25%
User Acceptance Testing (UAT) Completion	25%
Final Acceptance After Go Live	10%
60-day warranty (Post Go Live)	10%
Total (excluding taxes)	100%

BIDDER'S SUBMISSION SECTION

NRFP # 2025-213

Town of Caledon Website Modernization

PREVIEW

YOU MUST BE A REGISTERED PLAN TAKER
TO DOWNLOAD AN UNMARKED VERSION OF THIS FILE
WWW.BIDSANDTENDERS.COM – ORIGINAL DOCUMENT SOURCE

The Corporation of the Town of Caledon

Schedule of Prices

The Bidder hereby Bids and offers to enter into the Contract referred to and to supply and do all or any part of the Work which is set out or called for in this Bid, at the unit prices, and/or lump sums, hereinafter stated. HST is additional.

* Denotes a "MANDATORY" field

Do not enter \$0.00 dollars unless you are providing the line item at zero dollars to the Town.

If the line item and/or table is "NON-MANDATORY" and you are not bidding on it, leave the table and/or line item blank.Do not enter a \$0.00 dollar value.

Price Schedule - Table 1 - Project Delivery Costs

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

This is the breakdown of one-time expenses associated with the implementation, integration, migration and training required to deliver the fully functional proposed Solution, along with prepaid first year licensing and service fees.

All costs must be quoted as a one-time fixed fee under one of the Descriptions below. No other additional charges will be allowed.

Proponents must provide pricing for their proposed solution per the table below. All costs to complete the Deliverable must be included in the Proposal submission, with any pricing assumptions clearly stated. If a price element is required but has not been specifically requested in this document, Proponents are required to include the element and clearly note it.

The Proponent must also be able to migrate to the other microsites (Economic Development and Visit Caledon) and community engagement platform (currently Have Your Say) but could change later onto the main Town of Caledon website. The vendor can also provide options for an integrated community engagement platform in their bid. The timing for the migration of these will be discussed upon contract discussions.

Line Item	Description	Quantity	Unit of Measure	Unit Price *	Extended Price
1	Project Planning and Requirements Gathering	1	Lump Sum		
2	Content Strategy	1	Lump Sum		
3	Content Production	1	Lump Sum		
4	Content Migration	1	Lump Sum		
5	UX/UI - Wires, Prototype, Design and Style	1	Lump Sum		
6	Front-End Development	1	Lump Sum		
7	CMS Set-Up, Component Controls and Configuration	1	Lump Sum		
8	Back-End Development and Integrations	1	Lump Sum		
9	DevOps, Architecture and Environment Management	1	Lump Sum		
10	Testing and QA	1	Lump Sum		
11	New Website Deployment and Go Live	1	Lump Sum		
12	Training and Documentation	1	Lump Sum		
13	Project Management, Communications and Tools	1	Lump Sum		
14	SEO Post Launch Program	1	Lump Sum		
15	Any Third-Party Tool Licenses (Add-Ons to support requirements) Prior to Go Live	1	Lump Sum		
16	Documentation Deliverable(s)	1	Lump Sum		
17	Managed and Hosting Services	1	Lump Sum		
Subtotal:					

Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR TWO

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

This represents all licensing and service costs required to support the Solution after Go Live.

The estimated cost shall include the provision of the Solution for a period of four (4) years from the Go Live date, including any third-party tools. Unit pricing provided shall be firm without escalator clauses.

In the table below, proponents are to outline all licensing by providing a description of each required license along with the annual price.

Line Item	License or Service Type	Quantity	Unit of Measure	Unit Price *	Extended Price
1		1	Lump Sum		
2		1	Lump Sum		
3		1	Lump Sum		
4		1	Lump Sum		
5		1	Lump Sum		
6		1	Lump Sum		
7		1	Lump Sum		
Subtotal:					

Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR THREE

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

This represents all licensing and service costs required to support the Solution after Go Live.

The estimated cost shall include the provision of the Solution for a period of four (4) years from the Go Live date, including any third-party tools. Unit pricing provided shall be firm without escalator clauses.

In the table below, proposers are to outline all licensing by providing a description of each required license along with the annual price.

Line Item	License or Service Type	Quantity	Unit of Measure	Unit Price *	Extended Price
1		1	Lump Sum		
2		1	Lump Sum		
3		1	Lump Sum		
4		1	Lump Sum		
5		1	Lump Sum		
6		1	Lump Sum		
7		1	Lump Sum		
Subtotal:					

Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR FOUR

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

This represents all licensing and service costs required to support the Solution after Go Live.

The estimated cost shall include the provision of the Solution for a period of four (4) years from the Go Live date, including any third-party tools. Unit pricing provided shall be firm without escalator clauses.

In the table below, proposers are to outline all licensing by providing a description of each required license along with the annual price.

Line Item	License or Service Type	Quantity	Unit of Measure	Unit Price *	Extended Price
1		1	Lump Sum		
2		1	Lump Sum		
3		1	Lump Sum		
4		1	Lump Sum		
5		1	Lump Sum		
6		1	Lump Sum		
7		1	Lump Sum		
Subtotal:					

Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR FIVE

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

This represents all licensing and service costs required to support the Solution after Go Live.

The estimated cost shall include the provision of the Solution for a period of four (4) years from the Go Live date, including any third-party tools. Unit pricing provided shall be firm without escalator clauses.

In the table below, proposers are to outline all licensing by providing a description of each required license along with the annual price.

Line Item	License or Service Type	Quantity	Unit of Measure	Unit Price *	Extended Price
1		1	Lump Sum		
2		1	Lump Sum		
3		1	Lump Sum		
4		1	Lump Sum		
5		1	Lump Sum		
6		1	Lump Sum		
7		1	Lump Sum		
Subtotal:					

Price Schedule - Table 3 - Optional One-Time Charges (Provisional)

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

Proponents may provide a cost for each of the optional one-time fixed fee over and above those specified in Table 1.

If the Proponent wishes to include Optional One-Time Charges, they are requested to provide a thorough description along with the unit of measure and unit price.

Proponents have the ability to add lines to the table as required.

Note: Proponents are advised that the Optional One-Time Charges provided in the below table will not form part of the financial evaluation scoring.

Line Item	Description	Quantity	Unit of Measure	Unit Price *	Extended Price	Additional Comments
1	One-Time Charges	1	Lump Sum			
2						
3						
4						
5						
					Subtotal:	

Price Schedule - Table 4 - Optional Annual Charges (Provisional)

"PROPOSERS MUST PRICE ALL PARTS." "UNIT PRICES SHALL EXCLUDE HST".

Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for HST, which should be itemized separately.

Rates quoted by the Proponent must be all-inclusive and must include all labour and material costs, all duty, custom clearances, tariffs and exchange, travel time, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

Proponents may provide a cost for any optional annual service charges, such as additional features or value-added services.

If the Proponent wishes to include Optional Annual Charges, they are requested to provide a thorough description along with pricing for years two to five. Proponents have the ability to add lines to the table as required.

Line Item	Description	Quantity	Unit of Measure	Unit Price *	Extended Price	Additional Comments
1	Annual Charges	1	Lump Sum			
2						
3						
4						
5						
					Subtotal:	

Summary Table

Bid Form	Amount
Price Schedule - Table 1 - Project Delivery Costs	
Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR TWO	
Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR THREE	
Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR FOUR	
Price Schedule - Table 2 - Annual Licensing and Service Fees - YEAR FIVE	
Subtotal:	

Bid Questions

Which method of payment will you accept? - Cheque -
EFT - Purchasing Card (VISA)

Specifications

Bid Submission Form

Description	Response *
Proponent Full Legal Company Name	
Other names under which the Proponent carries on business	
Proponent's Address	
City, Province/State	
Postal code	
Phone Number	
Fax Number	
Company Website (if any)	
Proponent's Contact Person with Authority to Bind the Organization	
Title	
Office Phone Number	
Cellular Phone Number	
Fax Number	
Email	
Types of goods and services offered by the Proponent	
Proponent's HST number	
Provide an overview of your company (i.e. company profile).	
Provide a brief history of your company's experience in providing services with similar Deliverables to similar types of organizations.	
State your company's total number of years in business and years providing the requested Deliverables.	
Provide the address of your company's	
head office and/or the branch office(s) which will be administering the requested Deliverables.	
State your company's regular office hours. If multiple locations will be involved in administering the requested Deliverables, specify the time zone(s).	
Provide your company's total number of employees.	

Mandatory Technical Requirements

Proponents must confirm their ability to fully satisfy these Mandatory Technical Requirements.

By marking "Yes" to a mandatory requirement, the Proponent is confirming that they meet the mandatory requirement at the time of submission and continue to comply with them during the Contract.

Any mandatory requirement that is marked "No" will result in the entire Proposal being disqualified as non-compliant. Prior to responding "No" to any requirement or if a requirement seems to be ambiguous, Proponents are requested to submit a question to the Buyer through Bids and Tenders.

The Town reserves the right to confirm that the Proponent meets all Mandatory Requirements at the time of submission. Should the Town determine that the Proponent does not meet a Mandatory Requirement at the time of submission, the Town reserves the right to disqualify the Proposal from further evaluation.

Category	Questions	Yes / No *	Additional Comments
CMS	The Content Management System ("CMS") must have the ability to create templates, page layouts, define workflows, and configure aggregated lists. Must be easy to use and accessible to all backend users for customization.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must include the ability to apply a design theme/brand and white labelling across mobile, desktop, and tablets.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must have the ability to manage content access control.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must have the ability to create, update, and expire content including rich text content.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must have the ability to embed social features and forms to any content.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must provide the ability for users to author a variety of content types such as news, media releases, events, maps, campaigns, and any other content.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must allow for custom URLs.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must have the ability to optimize content for Search Engine Optimization ("SEO") by using metadata and microdata to best practices offered by Google Search.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must control content updates and approvals through collaborative workflows.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must manage content versions.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The Solution shall include crisis alert functionality, such as breaking news ticker, author/admin-enabled dark site, etc.	<input type="radio"/> Yes <input type="radio"/> No	
	The Solution must include an integration to allow for breaking news in real-time with live updates on Town owned social media platforms.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must have the ability to share content on social media platforms AND have capabilities for a friendly URL option	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The Solution must be compliant with WCAG 2.0 level A and level AA requirements to adhere to the AODA standards.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	The CMS must support multilingual content.	<input type="radio"/> Yes <input type="radio"/> No	
CMS	CMS must allow for advanced management and control of user roles, responsibilities and permissions.	<input type="radio"/> Yes <input type="radio"/> No	
Search	The Solution must provide a multi-domain search, which would include all aspects of search, such as controlling search results, rankings, removing items from the index and recrawling.	<input type="radio"/> Yes <input type="radio"/> No	
Search	The Solution must include a tool that allows visitors to search for content using natural, plain language, keywords, terms, partial words and phrases (and must reflect search from google).	<input type="radio"/> Yes <input type="radio"/> No	
Administration and Integrations	The Solution must have multiple environments to manage the lifecycle of the websites, including staging, and production environments.	<input type="radio"/> Yes <input type="radio"/> No	
Administration and Integrations	The Solution must integrate incoming and outgoing data using API, REST, SOAP calls with applications.	<input type="radio"/> Yes <input type="radio"/> No	

Administration and Integrations	The Solution must integrate with Google Analytics and Google Tag Manager.	<input type="radio"/> Yes <input type="radio"/> No	
Administration and Integrations	The Solution must create and manage new domains and websites, as required. This will include but not be limited to integrations our other microsites and engagement platform onto the site.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must have the ability to create and modify forms, surveys, and polls using low code.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must create workflows for forms.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	Forms must be responsive across multiple devices (desktop, tablets, and mobile).	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must have the ability to apply and modify a theme to a form.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must have the ability to create form templates.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must be capable of multi-step forms.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must apply logic and validations to form fields.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must have the capability to view and export results and responses (in PDF format).	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must apply use and group access control to the form and data.	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must provide a variety of form elements, including capabilities to separate forms based on the topic (e.g. bylaw vs projects)	<input type="radio"/> Yes <input type="radio"/> No	
Forms	The Solution must be able to create unlimited standalone forms with unique URLs.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must provide Distributed Denial of Service ("DDOS") protection.	<input type="radio"/> Yes <input type="radio"/> No	
Security	In the event the Town terminates the Contract, or after the expiry of the Contract, the Contractor must be capable of exporting or migrating the Town's information or content associated with its account (including the website) to the Town's designated data environments (internal databases or other provider), if and when requested by the Town.	<input type="radio"/> Yes <input type="radio"/> No	
Security	In the event the Town terminates the Contract, or after the expiry of the Contract, the Contractor must be capable of purging the Town's information associated with its account in its entirety, if and when requested by the Town. In addition, the Town must have the capability to export relevant data, as needed.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must store and process all data within Canadian geographic boundaries, inclusive of any infrastructure used for staging, micro-transactions, non-production, and location providing geographic redundancy, and any backups / replicas of data.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must provide the ability to send e-mail from a fixed/known IP address space for any email related communication. For example, an email that originates from the web contact form, creating an email from an @caledon.ca domain must be sourced to known IP addresses and not whole ranges to prevent spoofing and validate against Sender Policy Framework ("SPF") records.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must provide validation against the Open Web Application Security Project ("OWASP") ASVS 4.0 Level 2 website security standards.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Proponent must have a patch management process in place for the Solution.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Contractor must be capable of supporting the Solution 24 hours a day, 7 days a week, 365 days a year.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must Support Single Sign-on ("SSO") using SAML 2.0 against the Town's Identity Provider ("IdP") to enable access for Town Members for administrative purposes.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must have redundancy and provide high availability for the services hosted.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must integrate with third-party payment processors while providing an attestation that no payment card information, Primary Account Number ("PAN") data, or other data falling under Payment Card Industry Data Security Standard ("PCI DSS") requirements is stored on any Solution system.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must have the ability to allow designated staff with security administration privileges to configure the Role Based Access Control ("RBAC") mechanism, with granular control to grant view and update access to modules, functions and data elements.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must support a configurable automatic session timeout / sign-out for logged-in access.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must support usage notifications using messages or warning banners displayed before individuals log in to information systems. System use notifications are used only for access via logon interfaces with human users and are not required when such human interfaces do not exist.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must support and have encryption for any data and all information stored within the system(s) throughout the lifecycle of information, including data at rest and data in transit.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must support transparent encryption for any file storage used.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must support data encryption HTTPS TLS 1.3 at the minimum for data in transit.	<input type="radio"/> Yes <input type="radio"/> No	
Security	Access to logging information must be made available to the Town's IT.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Solution must include continuous monitoring of the system, and the Contractor must report all successful breaches of security to the Town's IT.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Contractor must coordinate with the Town's IT to correlate and share incident information related to the services under this Contract.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Contractor must provide on-demand incident investigation assistance to the Town's IT when and as requested for the investigation of security incidents related to the Deliverables under this Contract.	<input type="radio"/> Yes <input type="radio"/> No	
Security	The Proponent must provide services in Canada. List all countries where the Proponent, if awarded a contract, will: i. potentially store customer data in; or, ii. access customer data from (including support locations, backup and any other non-production sites). Please identify the locations' functions.	<input type="radio"/> Yes <input type="radio"/> No	

Others	The Solution must include tools for authorized Town personnel to be able to generate broken link reports, validate and correct broken links.	<input type="radio"/> Yes <input type="radio"/> No	
Others	The Solution must include tools for users to generate accessibility reports, evaluate accessibility compliance and easily correct identified issues.	<input type="radio"/> Yes <input type="radio"/> No	
Others	End Of Life Date Change notification – minimum of 18 months	<input type="radio"/> Yes <input type="radio"/> No	

Cloud Security Assessment Questionnaire

Proponents must respond to each question within the Cloud Security Assessment Questionnaire; should the Proponent fail to respond to all questions below their Proposal will be rejected as non-compliant.

Should the Proponent wish to submit additional information, which they cannot properly provide within this section, they may upload it as part of a separate file into the Bidding System prior to submitting their Proposal. Proponents are requested to provide a reference to this information (i.e. see Cloud Security Assessment Additional Information) in their response below.

Responses to the Cloud Security Assessment Questionnaire will be reviewed by the Town's IT team and evaluated on a pass/fail basis. No separate score will be given, nor will it be used in determining the best value to the Town.

Proponents that passed the Cloud Security Assessment Questionnaire stage will move on to the next stage; others will be removed from further consideration.

Category	Questions	Yes / No *	Additional Comments
Security and Privacy	Does the Proponent maintain an Information Security Program ("ISP") that is consistent with industry standards? Please list the specific standards (e.g., NIST 800, GDPR, PCI 3, ISO 27002, CSAE 3416, SSAE 16, SOC 1 or 2, etc.).	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	The Solution should be able to include a Web Application Firewall ("WAF").	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have Distributed Denial of Service ("DDOS") protection in place? Please provide a brief description. If there is no DDOS protection, what other compensating security controls are in-place to provide the protection?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a mobile application that can access the client's data/application? If so, please describe how the mobile application code is validated for security risks?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent's ISP include a data security incident response plan?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent's ISP contain data retention and destruction policies?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent's ISP follow the privacy by design standard and principles?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent's ISP include a disaster recovery plan? If yes, provide an overview.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Are the Proponent's personnel trained on the ISP? If yes, please describe how personnel are trained.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent require other contractors and subcontractors to maintain the same safeguards as set out in the Proponent's ISP? If yes, please describe how.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent assess / audit the effectiveness of the ISP (e.g. vulnerability assessments, gap analysis, internal audits)? Please describe how and how often.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent perform background checks on their personnel, contractors and subcontractors? If so, describe the nature, scope (roles) and timing of such checks.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent prohibit their personnel from storing customer data / personal information on any mobile computing devices (e.g. laptops, smartphones) or on any removable media (e.g. USB flash drives, CDs, external hard drives)?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent segregate the customer's data at rest from all other customer data at rest? If yes, please explain how the data will be segregated.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent use customer data / personal information in any non-production environments (e.g. Development, etc.)? If so, explain how.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does any of the Proponent's personnel have access to unencrypted customer data? If so, what roles have access and what systems / constraints are in place to enforce restriction to those roles?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent allow any other third party or subcontractor including internet facing applications, have access to customer data? If yes, for what purposes?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent log all access to customer data by end-user and administrative staff? Describe how logging is performed in both cases.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent monitor all access to customer data from the end-user to the administrative staff? Describe how monitoring is performed in both cases.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a security network penetration test performed by a qualified tester at least annually? Are all noted vulnerabilities remediated upon completion of the test? Are customers informed of vulnerabilities and their remediation?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Describe any additional security measures that the Proponent employs to ensure the integrity, confidentiality and the availability of customer data (e.g. vulnerability scanning, patch management, IDS/IPS, etc.).	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent encrypt all of the customer data / personal information in transmission and 'at rest'? If not all, what part of the customer data / personal information is encrypted in transmission and 'at rest'? Please describe the level and type of encryption used.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a documented standard or policy regarding management of encryption keys? If so, please summarize this standard or policy.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent dispose of media and/or hard-copy containing customer data / personal information by purging, degaussing, shredding or otherwise destroying so that it is unreadable or undecipherable and cannot be reconstructed (e.g. hard drive destruction, etc.)?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent secure all hard-copy documents that contain customer data / personal information when not in use? If yes, please describe how.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Within the last five years, has the proponent, or any of its third party contractors, subcontractors and/or its customer experienced a security incident / breach or loss of information of any kind? If yes, please describe the nature and cause of the incident.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent possess the capability to locate and search all customer data?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent allow selecting a specific location for the use or storage of data? How is this enforced?	<input type="radio"/> Yes <input type="radio"/> No	

Security and Privacy	Does the Proponent allow selecting a specific location for backup or replication of data? How is this enforced?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Can the customer request an audit of the Proponent's data / security controls for security compliance? If so, please provide a summary of this process.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent undergo a regular third-party security audit(s) similar to PCI, CSAE 3416, SSAE 16, SOC II, etc.? If so, please provide a brief list and summary.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a documented procedure to ensure that deleted customer information has been removed? If so, please summarize this procedure.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent use customer data (directly, cleansed or in aggregate) for its own business processes?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent respond to legal / law enforcement requests for data related to other customers without disclosing customer data / personal information?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a policy to notify its customers if legal / law enforcement requests customer data? If not, please explain?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have required or recommended security practices to be used or integrate with provided service to the customer? Please summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	How are end-user (for customer) accounts created and managed? Can security staff create accounts and service desk perform unlocks/resets?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent conduct periodic web / mobile application security testing via a third-party auditor/provider?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent provide physical separation of databases in a multi-hosted environment? If so, please explain how this is done?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent perform web application vulnerability scans using tools such as Accutix, Appscan, etc. If so, please provide a summary of what tools are used, how often are these security tests performed (e.g. development, staging and production, etc.) and how the web application risks are remediated in a timely manner?	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a formal data loss / leakage prevention program in place that is monitored for non-compliance (PCI, PIPEDA, PHIPA, etc.) by specific tools? Please list tools in use and their purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent have a breach notification and/or insider breach policy? If so, please provide a brief summary of when the clients are informed.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent provide dedicated database servers if the client requests it? If so, how is it separated from the other database servers? Please provide a brief summary.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Does the Proponent provide database scrambling and encryption in a multi-tenant environment? If so, please provide a brief summary.	<input type="radio"/> Yes <input type="radio"/> No	
Security and Privacy	Provide details on how the Proponent secures the Application Program Interfaces ("API") and what encryption scheme is used to secure the API?	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent provide documentation regarding customer- specific configuration / customization? How is this provided?	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have documented 'go live' procedures and associated formal approval cycle for customer on-boarding? Please summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have documented release management procedures? Please summarize the governance model.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	What skillset(s) are needed from the customer in order to implement your product or service?	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have a requirement or recommended development toolset for customers to use when implementing the Proponents solution on its platform? Please list and briefly explain the toolset usage / purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have documented change management procedures? Please summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have documented customer roles required and / or recommended for management and administration of the service? Please provide a brief detail.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent require customers to deploy any components (third party or from subcontractor) in order to use or manage the service? Please list components and summarize their purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent require any custom development within their environment and / or in the customer's systems in order to use or manage the service? Please summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent require or recommend training for end-users, developers, administrators on its platform?	<input type="radio"/> Yes <input type="radio"/> No	
Implementation / On-Boarding of Cloud Services	Does the Proponent have a documented process for validating functionality during upgrades? What is the expectation of customers in this process?	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent track and report on adherence to Service Level Agreements ("SLA")? If so, include a brief description of tools used in this process, and sample reports for customer consumption, along with frequency of their distribution.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent implement end-to-end service monitoring? Please list tools in use and their purpose, noting whether users or customer's 'service desk' can get access to each tool.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Describe the methodology for communicating to your clients regarding incident management issues. How can your incident management process integrate with customer's process and system?	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent notify affected customers and seek approval for system changes prior to their implementation? Provide documented policy / procedure.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	How does the Proponent manage maintenance windows and communicate the same to its customers? Is this process customer-driven?	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent support integration options and / or customer access to production system / application monitoring? Please summarize options.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent support integration options and / or customer access to support / help desk ticketing systems? Please summarize options.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent maintain pre-production environments that are used for customer integration testing? Summarize environments and their purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent make use of tools to track changes and / or released code? Summarize tools used and their purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent maintain service contingency plans? Provide an example.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent have a documented incident management process that includes compliance procedures and periodic formal review? If yes, summarize.	<input type="radio"/> Yes <input type="radio"/> No	

Security Operations, Incident and Change Management of Cloud Services	Does the Proponent have documented patch management procedures? If yes, summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent have documented life-cycle management processes for all configuration components? If yes, summarize.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent make use of 'end user experience' monitoring tools? If yes, list these tools and their purpose.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent make use of event notification tools? If yes, list these tools, their purpose, and indicate if customers can subscribe to the tool.	<input type="radio"/> Yes <input type="radio"/> No	
Security Operations, Incident and Change Management of Cloud Services	Does the Proponent's offering allow for multiple levels of administrative access (for maintenance and configuration)?	<input type="radio"/> Yes <input type="radio"/> No	
Facilities	Provide locations of the primary and backup data centers that will support the customer, and who operates them.	<input type="radio"/> Yes <input type="radio"/> No	
Facilities	Describe your primary and backup / DR facilities in terms of location, tier, size, capabilities, redundancy and physical security measures.	<input type="radio"/> Yes <input type="radio"/> No	
Facilities	Does the Proponent maintain an N+1 configuration in all of its data centers?	<input type="radio"/> Yes <input type="radio"/> No	
Facilities	Provide primary / backup carrier service into data centers for use by the customer.	<input type="radio"/> Yes <input type="radio"/> No	
Scalability	How is the customer's growth planned for and provisioned? What are the required lead-times for implementation? Please answer the same for 'scale-down' requirements.	<input type="radio"/> Yes <input type="radio"/> No	
Scalability	Describe how planned and unplanned infrastructure and network capacity utilization spikes are typically handled (e.g. planning, lead times, SLAs, etc.).	<input type="radio"/> Yes <input type="radio"/> No	
Scalability	Describe how you typically respond to your customers' requests for elasticity (both increases and decreases). Include reference to typical timeframes required to complete the request.	<input type="radio"/> Yes <input type="radio"/> No	
Scalability	What are the limitations (scalability-wise) for your platform? Can you scale initially and with growth to support the customer?	<input type="radio"/> Yes <input type="radio"/> No	
Data Management	Specify what formats are available for data reclamation?	<input type="radio"/> Yes <input type="radio"/> No	
Data Management	Does the Proponent archive data on a periodic basis? If yes, describe the process, inclusive of data formats, facilities and any third parties used for archiving.	<input type="radio"/> Yes <input type="radio"/> No	
Data Management	What support is available for transition to an alternative contractor at the end of the contract term or upon termination?	<input type="radio"/> Yes <input type="radio"/> No	
Data Management	What browsers / versions do you support for end-user and management interfaces? Are any client-side plug-ins or other software required for either end-users or management interfaces?	<input type="radio"/> Yes <input type="radio"/> No	

Rated Technical Requirements – Identification of Resources - Section 1 – Company Profile/ References/Comparable Projects

The following Proponent's responses will be evaluated in accordance with the requirements of the NRFP.

Proponents are strongly encouraged to submit detailed information in the 'Responses' column by providing as much detail as necessary to:

- Fully explain the proposed technical approach and/or equipment to be used;
- Outline roles and responsibilities of the various individuals involved in providing the Deliverables; and
- Demonstrate a clear understanding of the nature of the Deliverables.

Should the Proponent wish to submit additional information, which they cannot properly provide within this section, they may upload it as part of a separate file into the Bidding System prior to submitting their Proposal.

Questions	Response *
Provide an organizational chart outlining the individuals and/or titles (whether employees or subcontractors) that will be involved in providing the required Deliverables. The organizational chart should clearly demonstrate the Proponent's team's roles and reporting structure, including how the team will interact with and report to the Town during the project.	<input type="radio"/> Yes <input type="radio"/> No
Provide the experience and qualifications of the Key Personnel within your company's organization or subcontractors who will be assigned to the Contract (e.g. project manager, account manager, developer, etc.). Include a detailed description for each individual outlining their: • qualifications (i.e. certifications, licenses, professional memberships, etc.) and relevant experience; • references for similar projects; • history of employment or association with the Proponent; and contribution to be provided during the Contract by each individual. Resumes or CVs for each Key Personnel are encouraged.	<input type="radio"/> Yes <input type="radio"/> No
Provide a chart or table illustrating the portion of each Key Personnel's time to be committed to the Deliverables should the Proponent be selected as Contractor.	<input type="radio"/> Yes <input type="radio"/> No

Rated Technical Requirements – Content Management System ("CMS") - Section 2 – Technical Requirements, Design and Technical Approach/ Capabilities

Refer to the Town's Information Systems Standards when completing this part of the NRFP (Schedule A). Specific requirements are included in the Technical Requirements fillable form.

Proponent shall respond with the applicable response code under the 'Response' column and provide relative/supportive information in the 'Comments' column for each line item.

Proponents shall utilize the "Document Uploads" provided within each section of the ebidding system for the submission of any additional or supporting information they wish to include with their proposal.

Proponents will be evaluated on the overall quality, functionality, and feasibility of their proposed technical solution and design approach, in alignment with the municipality's operational needs and long-term goals.

Questions	Response *
Provide a CMS recommendation ensuring the Solution meets or exceeds all the requirements. Include at least one reference project delivered on the recommended platform within the last 2 years. Provide details around why the recommended CMS was chosen and how it meets the requirements as outlined in the NRFP. Alternate CMS may also be proposed as part of an added value response.	<input type="radio"/> Yes <input type="radio"/> No
Please describe the architecture of the CMS solution and the reasons for recommending the selected CMS. Is the CMS being proposed monolithic, headless, and/or decoupled? Is the CMS a separate SaaS offering?	<input type="radio"/> Yes <input type="radio"/> No
What tools/functionality does your Solution include to allow users to evaluate and ensure accessibility compliance?	<input type="radio"/> Yes <input type="radio"/> No

The Solution must include an integration to allow for breaking news in real-time with live updates on X, , and other owned media channels.	<input type="radio"/> Yes <input type="radio"/> No
Which third-party systems and services does your company have experience integrating with? Can you provide examples of past projects involving these integrations?	<input type="radio"/> Yes <input type="radio"/> No
Does your company have experience developing and integration APIs? How do you handle API authentication and security?	<input type="radio"/> Yes <input type="radio"/> No
Which payment gateways has your company integrated with in past projects? How do you ensure the security and compliance of payment transactions?	<input type="radio"/> Yes <input type="radio"/> No
What is your company's approach to integrating social media platforms into the website?	<input type="radio"/> Yes <input type="radio"/> No
Which marketing and analytics tools do you recommend and have expertise integrating?	<input type="radio"/> Yes <input type="radio"/> No
How does your company handle automated email notifications and user communications?	<input type="radio"/> Yes <input type="radio"/> No
How will your company provide detailed documentation for all integrations implemented? Provide examples.	<input type="radio"/> Yes <input type="radio"/> No
What kind of support does your company offer for maintaining and updating integrations post-launch?	<input type="radio"/> Yes <input type="radio"/> No
What is your company's approach to updating and maintaining integrations as systems and technologies evolve?	<input type="radio"/> Yes <input type="radio"/> No
Describe how your company will be able to integrate maps and dashboards created in ArcGIS Online into the new website.	<input type="radio"/> Yes <input type="radio"/> No
Describe your approach to chatbot and digital assistant integrations.	<input type="radio"/> Yes <input type="radio"/> No
How will your company handle data migration from existing systems to the new website? What tools and processes will be used to ensure data accuracy and completeness?	<input type="radio"/> Yes <input type="radio"/> No
Detail your company's areas of technical expertise in front-end development, back-end development, and database management.	<input type="radio"/> Yes <input type="radio"/> No
Which technologies and programming languages do you specialize in?	<input type="radio"/> Yes <input type="radio"/> No
Outline your company's areas of technical expertise in UX/UI and customer journey development.	<input type="radio"/> Yes <input type="radio"/> No
How do you ensure the website is optimized for performance (e.g. load times, responsiveness, etc.)?	<input type="radio"/> Yes <input type="radio"/> No
Detail the tools or methods to be used for performance testing.	<input type="radio"/> Yes <input type="radio"/> No
How will your company ensure the website is fully responsive and compatible with different devices?	<input type="radio"/> Yes <input type="radio"/> No
Discuss your responsive design approach to ensure the website content and functionality is replicated on various screen sizes and mobile devices.	<input type="radio"/> Yes <input type="radio"/> No
How will you ensure the website is fully responsive and compatible with all major browsers (e.g. Chrome, Firefox, Safari, Edge, etc.)?	<input type="radio"/> Yes <input type="radio"/> No
Detail specific techniques to be used in optimizing the website for mobile devices. How do you ensure that mobile performance is optimized, especially in terms of loading speed and usability?	<input type="radio"/> Yes <input type="radio"/> No
How do you integrate mobile-specific features such as click-to-call, geolocation services, and mobile-friendly forms?	<input type="radio"/> Yes <input type="radio"/> No
How will updates and maintenance be handled to ensure continued compatibility with evolving mobile operating systems?	<input type="radio"/> Yes <input type="radio"/> No
What is your approach to addressing new compatibility issues that may arise post-launch?	<input type="radio"/> Yes <input type="radio"/> No
What is your approach to SEO for an organization that is 100% reliant on organic search without any paid advertising?	<input type="radio"/> Yes <input type="radio"/> No
Describe your strategy and methodology for developing the new website content to ensure a top-rated organic search ranking.	<input type="radio"/> Yes <input type="radio"/> No
A major component of the development of the new website is ensuring that a SEO strategy is supported after the launch. Please provide specific details around how you will approach this part of the project.	<input type="radio"/> Yes <input type="radio"/> No
Provide examples of websites with content you have designed with existing brand assets.	<input type="radio"/> Yes <input type="radio"/> No
The Town would like to see the example of existing brands and how it's been adapted across an entire website. Additionally, Proponents are asked to provide a copy of the brand guidelines they worked with and the final site experience including wireframes, imagery, content etc.	<input type="radio"/> Yes <input type="radio"/> No
Note: links to existing websites will not be evaluated, so screen shots, diagrams, charts, etc. are recommended.	<input type="radio"/> Yes <input type="radio"/> No
Provide details around the following project Deliverables: • editorial approach to creating new content; • approach to using and building upon the content audit completed by the Town; • approach to collating content; • approach to redesigning, optimizing, and merchandising content; and • approach to optimizing both new and already created content for search engines.	<input type="radio"/> Yes <input type="radio"/> No
Provide details around your team's capabilities on: • writing, editing, and mapping editorial content (English only); • laying out and optimizing video assets (provided by the Town) for newly designed wireframe; • editing, laying out, and optimizing images (provided by the Town) for newly designed wireframe; and • redesigning up to 40 existing blog posts in a new blog format (wireframe, customer experience, and lay-out).	<input type="radio"/> Yes <input type="radio"/> No
Provide details on how your company has designed a website user experience creating and leveraging multiple forms of content (audio, visual, written, and image).	<input type="radio"/> Yes <input type="radio"/> No
Provide details on how your company has designed a website user experience creating and leveraging multiple forms of content through the lens of equity, diversity, inclusion, and accessibility (i.e. translation for multiple languages, imagery and other visuals, design, plain language, representation, etc.).	<input type="radio"/> Yes <input type="radio"/> No

Provide an example of a user experience your company has created to meet the needs of multiple, diverse personas.	<input type="radio"/> Yes <input type="radio"/> No
Provide an example of different types of content your company has created, working within brand guidelines (e.g. promotional content, educational content, editorial/long-form blog content, media releases, and instructional content).	<input type="radio"/> Yes <input type="radio"/> No
Provide examples of user experience and customer journey.	<input type="radio"/> Yes <input type="radio"/> No
Provide examples of different navigation bars.	<input type="radio"/> Yes <input type="radio"/> No
Provide examples of different site maps.	<input type="radio"/> Yes <input type="radio"/> No
<p>The Accessibility for Ontarians with Disabilities Act, 2005 has mandated that: "Designated public sector organizations and large organizations shall make their internet websites and web content conform with the World Wide Web Consortium Web Content Accessibility Guidelines ("WCAG") 2.0, initially at Level A and increasing to Level AA, and shall do so in accordance with the schedule set out in this section. O. Reg. 191/11, s. 14 (2)."</p> <p>Source: https://www.ontario.ca/laws/regulation/110191#BK9.</p> <p>Describe how your organization will meet and/or exceed the Accessibility for Ontarians with Disabilities Act, 2005</p>	<input type="radio"/> Yes <input type="radio"/> No
Describe how your organization will meet and/or exceed the Accessibility for Ontarians with Disabilities Act, 2005.	<input type="radio"/> Yes <input type="radio"/> No
How will your company ensure the website is accessible to users with disabilities across all devices and browsers?	<input type="radio"/> Yes <input type="radio"/> No
Please explain how an administrator manager from the Town may limit access to data and application functionality.	<input type="radio"/> Yes <input type="radio"/> No
If subcontractors are involved with the implementation of the Solution, describe their role, main location from which they will access resources, and how your company will ensure these subcontractors will safeguard the Town's information, as applicable.	<input type="radio"/> Yes <input type="radio"/> No
Describe and substantiate what technical and operational measures that are in place (i.e. what governance does your company have in place for identity management) to control and/or restrict information technology personnel, vendors, and third-parties, who are supporting the system and have access to personal sensitive data directly from the server or database (bypassing the normal application control).	<input type="radio"/> Yes <input type="radio"/> No
<p>Please provide a detailed architecture diagram of your Solution. The diagram should include the following:</p> <ul style="list-style-type: none"> • all involved systems (OS, technology); • CMS; • Content Delivery Networks (CDNs); • logical components (database, web server, and other supporting functions); • conceptual data model; • deployed security controls (e.g. threat detection, access controls, integrity monitoring) ; • connectivity to external entities (i.e. third-parties that provide services such as monitoring and maintenance, development, quality assurance environment and resources, vendor offices); and detailed process of the end-to-end handling of the data and dataflow. Include information from all elements, inclusive of any infrastructure to deliver high availability, redundancy, and denial of service protection relevant to the Solution. 	<input type="radio"/> Yes <input type="radio"/> No
<p>If the Solution is multi-tenant based, provide information on the following:</p> <ul style="list-style-type: none"> • how tenant data is protected from unauthorized access by other tenants; and how functions and modules are independently activated or de- activated per tenant's need? 	<input type="radio"/> Yes <input type="radio"/> No
Describe how independent SLAs are enforced (performance, scaling, and availability) per tenants need:	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • operations isolation to ensure no outage or performance impact by other tenants' operations; and 	<input type="radio"/> Yes <input type="radio"/> No
optional independent business and system configurations and customizations.	<input type="radio"/> Yes <input type="radio"/> No
Does your company own the hosting facility or is it dependent on another third-party service provider? Provide details.	<input type="radio"/> Yes <input type="radio"/> No
Describe how the Town's information can be exported and purged, at the request of the Town.	<input type="radio"/> Yes <input type="radio"/> No
Provide details regarding your company's information and privacy policy that encompasses the following principles:	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • accountability; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • identifying purposes; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • consent; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • limiting collection; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • limiting use, disclosure, and retention; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • accuracy; 	<input type="radio"/> Yes <input type="radio"/> No
<ul style="list-style-type: none"> • safeguards; and 	<input type="radio"/> Yes <input type="radio"/> No
openness.	<input type="radio"/> Yes <input type="radio"/> No
Please describe how the Solution accommodates anti-spoofing requirements.	<input type="radio"/> Yes <input type="radio"/> No
If the Solution is leveraging another cloud service provider, describe what security mechanisms are in place to ensure that individuals supporting the underlying cloud infrastructure do not have access to systems running.	<input type="radio"/> Yes <input type="radio"/> No
Please describe your company's system development lifecycle and environments in which it is executed. How does your company ensure segregation of data and infrastructure components? Is there a separate development environment for change management?	<input type="radio"/> Yes <input type="radio"/> No

What sort of static or dynamic code analysis processes are in place during development of the Solution?	<input type="radio"/> Yes <input type="radio"/> No
Please outline how your company will meet the Open Web Application Security Project ("OWASP") ASVS 4.0 Level 2 standard. What is the process for auditing this through a reputable security assessor? Please provide details.	<input type="radio"/> Yes <input type="radio"/> No
Will any sort of AI or generative AI technology be used during the development, implementation, monitoring, or integration of the Solution? Please describe how code is used and validated.	<input type="radio"/> Yes <input type="radio"/> No
Describe your company's deployment (patching) process of updates to correct bugs whether related to security and functionality.	<input type="radio"/> Yes <input type="radio"/> No
Proponents are requested to touch upon the following when responding to this question:	<input type="radio"/> Yes <input type="radio"/> No
• how frequently does patching occur;	<input type="radio"/> Yes <input type="radio"/> No
• what is the testing and deployment process;	<input type="radio"/> Yes <input type="radio"/> No
• what security measures are put in place to ensure and track the overall updates and patches compliance level; and,	<input type="radio"/> Yes <input type="radio"/> No
what security measures are put in place to ensure the process does not create new vulnerabilities?	<input type="radio"/> Yes <input type="radio"/> No
Provide documented SLA and Service Level Objectives ("SLO") with regards to service disruption as a result to attacks, including but not limited to identified breach, response to identified critical and high risk (e.g. published zero-day vulnerability), and response to security related queries.	<input type="radio"/> Yes <input type="radio"/> No
How is technical support contacted? Provide details that include information on response time, hours of operation, and after-hours support.	<input type="radio"/> Yes <input type="radio"/> No
Provide all documentation related to the internal risk management process.	<input type="radio"/> Yes <input type="radio"/> No
Provide details to your company's vulnerability management process.	<input type="radio"/> Yes <input type="radio"/> No
Describe which tools and controls are implemented to monitor, detect, block, and mitigate any attack that is originating from an insider threat (e.g. one or more insiders with varying levels of privileges attempt to compromise the Solution, gain unauthorized access, disabling other security controls).	<input type="radio"/> Yes <input type="radio"/> No
Please provide any documentation related to the internal incident management process.	<input type="radio"/> Yes <input type="radio"/> No
Describe any and all parts of your Solution that are not supported by single sign on ("SSO"). For any parts of the Solution not supported by SSO, please provide details that help demonstrate how the Solution protects access credentials and passwords that are stored in it (e.g. application user credentials). Include the following information:	<input type="radio"/> Yes <input type="radio"/> No
• used hashing and encryption algorithms; and	<input type="radio"/> Yes <input type="radio"/> No
key management (if relevant).	<input type="radio"/> Yes <input type="radio"/> No
Briefly describe the configuration options for managing natively defined user credentials, such as password complexity, the length of the password, expiry time frame, and whether a user has the ability to reset own password, etc.	<input type="radio"/> Yes <input type="radio"/> No
Briefly describe your Solution's support for multi-factor authentication. Provide details.	<input type="radio"/> Yes <input type="radio"/> No
List your Solution's auditing capabilities (i.e. capture information whenever content is accessed). Provide details into how your Solution makes this available to the Town.	<input type="radio"/> Yes <input type="radio"/> No
Describe primary and backup and/or disaster recovery facilities in terms of location, tier, size, capabilities, and redundancy, including physical security measures.	<input type="radio"/> Yes <input type="radio"/> No
Describe the lockout mechanism for any user accounts and the unlock process (e.g. auto-unlock, support ticket, etc.).	<input type="radio"/> Yes <input type="radio"/> No
Describe the controls in place to ensure the disabling and/or removal of access, which is no longer required for business purposes (e.g. terminated employee, contract expiration with a third party, user's access, etc.). How is authorization defined and/or removed?	<input type="radio"/> Yes <input type="radio"/> No
Please describe if the Solution supports column level and transparent data encryption for any Relational Database Management System ("RDMS") and/or big data and NoSQL systems, as applicable.	<input type="radio"/> Yes <input type="radio"/> No
Does your Solution support the ability for the Town to manage its own keys (Bring Your Own Keys – "BYOK")? If yes, please provide details.	<input type="radio"/> Yes <input type="radio"/> No
Describe and list any supported Hardware Security Modules ("HSM") and/or Key Management System ("KMS") and deployment models to support BYOK.	<input type="radio"/> Yes <input type="radio"/> No
Describe how the Solution provides the ability for Town staff to sanitize and clear certain records or information stored within the website.	<input type="radio"/> Yes <input type="radio"/> No
Please describe the web application firewall ("WAF") proposed in your Solution, including, but not limited to, its maintenance cycle.	<input type="radio"/> Yes <input type="radio"/> No
Please provide details into how your Solution prevents the upload of malicious files. In addition, is there a mechanism that prevents uploads of certain file types? Is the upload of certain file types identified solely on file extension or is header information evaluated?	<input type="radio"/> Yes <input type="radio"/> No
Please describe what security monitoring is available. Provide information on any third party, who is involved in any work related to the operation or sustainment of the Solution (e.g. hosting, operation support, call center, backup, network, etc.) or anyone that can potentially access the platform or a copy of the platform data.	<input type="radio"/> Yes <input type="radio"/> No
Please describe your company's web application-level security controls and processes. For example, how your company will protect and mitigate against threats and vulnerabilities such as through input sanitization, cross site forgery protection, etc.	<input type="radio"/> Yes <input type="radio"/> No
Describe how logging is performed in both cases (access to Town data by end-user and administrative staff) and accessible by Town that include but not limited to:	<input type="radio"/> Yes <input type="radio"/> No
• what was accessed;	<input type="radio"/> Yes <input type="radio"/> No
• what was queried;	<input type="radio"/> Yes <input type="radio"/> No
• timestamps;	<input type="radio"/> Yes <input type="radio"/> No
• additions or deletions;	<input type="radio"/> Yes <input type="radio"/> No
• from where;	<input type="radio"/> Yes <input type="radio"/> No
• whether the access was successful or unsuccessful; and	<input type="radio"/> Yes <input type="radio"/> No

• how Town members access the logs?	<input type="radio"/> Yes <input type="radio"/> No
Provide a full list of the available security and operational events done by users of the Solution (e.g. user logon, update of data, change password, and administration activities) that are logged and available from the Solution's interface to the Town and administrator level users.	<input type="radio"/> Yes <input type="radio"/> No
Include examples (e.g. screen capture, data export, etc.) of the user security activity logs that are available from the Solution to the Town. Ensure to include the following details:	<input type="radio"/> Yes <input type="radio"/> No
• a list of the main fields;	<input type="radio"/> Yes <input type="radio"/> No
• format and storage details;	<input type="radio"/> Yes <input type="radio"/> No
• retention period (if different for different events); and	<input type="radio"/> Yes <input type="radio"/> No
• any tools that are leveraged to process or monitor the event log.	<input type="radio"/> Yes <input type="radio"/> No
Provide a description of all monitoring and diagnostic tools available to system administrators for the Solution to identify and resolve system issues without intervention from the Proponent.	<input type="radio"/> Yes <input type="radio"/> No
Please describe how your Solution may support external Security Information and Event Management ("SIEM") integration (e.g. remote Syslogs, event forwarding).	<input type="radio"/> Yes <input type="radio"/> No
Describe which tools and controls are implemented to monitor, detect, block, and mitigate any cyberattack that originates from an external source (e.g. hacking, vulnerability exploit, etc.).	<input type="radio"/> Yes <input type="radio"/> No

Rated Technical Requirements – Customer Experience – Section 3 – Project Management, Training, Support & Documentation

Proponent shall respond Yes or No under the 'Available' column and provide relative/supportive information in the 'Comments' column for each line item.

Proponents shall utilize the "Document Uploads" provided within each section of the e-bidding system for the submission of any additional or supporting information they wish to include with their proposal.

Questions	Response *
Provide a methodology that describes key elements of the approach that would be employed by your company in undertaking the Contract as outlined in this NRFP. The methodology should outline the role of the Contractor, the role of the Town, and an appreciation of the critical issues as perceived by your company. It should focus on the critical issues and any unique, innovative, or cost-effective approaches that your company may propose. The methodology does not need to be very detailed, but should contain enough information to indicate a sound understanding of the needs of the Town and provide the evaluator with step-by-step procedures, which indicate how your company proposes to meet these needs.	<input type="radio"/> Yes <input type="radio"/> No
How will your company achieve the project objectives and the end results identified for the Website Modernization Project?	<input type="radio"/> Yes <input type="radio"/> No
How will your company leverage agency strengths and/or provide solutions based on industry best practices for the outcomes and end results required?	<input type="radio"/> Yes <input type="radio"/> No
Describe in detail your project management methodology, including a hypothetical project plan, your approach to managing this project and resource planning.	<input type="radio"/> Yes <input type="radio"/> No
Describe in detail your risk mitigation methodology and clearly identify how you will plan for and mitigate unexpected events during the project (i.e. key resources leaving, unexpected scope changes, new technology breakthroughs).	<input type="radio"/> Yes <input type="radio"/> No
Please provide details into the methodologies being proposed which ensure that all features being implemented are tested successfully, including testing strategies that may encompass both a combination of manual and automated testing processes.	<input type="radio"/> Yes <input type="radio"/> No
Please describe how your company will ensure defect tracking and regression planning.	<input type="radio"/> Yes <input type="radio"/> No
Please provide details on how your company will maintain optimal quality standards throughout the project and any ongoing and evolving requirements to ensure that the final product meets functional.	<input type="radio"/> Yes <input type="radio"/> No
Please provide a gantt char of the proposed project timeline.	<input type="radio"/> Yes <input type="radio"/> No
Describe the Solution's capabilities for users to create, delete, and	<input type="radio"/> Yes <input type="radio"/> No
modify forms (e.g. user input, polls, simple surveys) from an existing form.	<input type="radio"/> Yes <input type="radio"/> No
Describe the Solution's capabilities for users to securely access data collected from input forms (e.g. view, download, data export through CSV, XML, etc.), or to receive site visitor input via email.	<input type="radio"/> Yes <input type="radio"/> No
Describe your support for a robust form element library for form building (e.g. user input, polls, simple surveys).	<input type="radio"/> Yes <input type="radio"/> No
Describe your support for form configuration (e.g. data validation, session management, access control, availability/expiration, display logic, decision tree/branching).	<input type="radio"/> Yes <input type="radio"/> No
Describe your Solution's capabilities to securely accept and ingest site visitor input with optional review workflow.	<input type="radio"/> Yes <input type="radio"/> No
Describe your Solution's capability to securely store data in the system from input forms when required.	<input type="radio"/> Yes <input type="radio"/> No
Please provide a sample image of the event calendar. Is the view configurable?	<input type="radio"/> Yes <input type="radio"/> No
Provide details around your Solution's blogging platform/tools.	<input type="radio"/> Yes <input type="radio"/> No
How do these tools integrate with media channels such as social platforms and media release?	<input type="radio"/> Yes <input type="radio"/> No
Describe whether your Solution has a Community Engagement platform. If there isn't one, does your platform have the capability to integrate with other Community Engagement platform..	<input type="radio"/> Yes <input type="radio"/> No

Rated Technical Requirements – Service Level Agreement - Section 4 – System Warranty, and Support Terms and Conditions

Proponent shall respond Yes or No under the 'Available' column and provide relative/supportive information in the 'Comments' column for each line item.

Proponents shall utilize the "Document Uploads" provided within each section of the e-bidding system for the submission of any additional or supporting information they wish to include with their proposal.

Questions	Response *
Availability - What is your guaranteed uptime percentage for the website?	<input type="radio"/> Yes <input type="radio"/> No
Availability - How do you monitor uptime, and what tools do you use for this purpose?	<input type="radio"/> Yes <input type="radio"/> No
Availability - What are your response times for different types of downtime?	<input type="radio"/> Yes <input type="radio"/> No
Performance Metrics - What performance metrics do you track and report on?	<input type="radio"/> Yes <input type="radio"/> No
Support - What are your support hours?	<input type="radio"/> Yes <input type="radio"/> No
Maintenance and Updates - How often do you perform routine maintenance?	<input type="radio"/> Yes <input type="radio"/> No
How is this communicated to clients?	
Provide any other details of your company's SLA that meets the requirements of Section 4 Maintenance and Service Support.	<input type="radio"/> Yes <input type="radio"/> No

Mandatory Technical Requirements # 1 - References

The Proponents must have experience in providing website modernization projects within a public/municipal sector in Ontario. The Proponent must submit a minimum of three (3) references, preferably from municipalities for whom the Proponent has successfully completed work of the same or greater size, scope and budget in the past five (5) years.

The Town reserves the right to reject any submission unless the Proponent demonstrates to be skilled and regularly engaged in the same work as outlined in this NRFP. The Town reserves the right to reject a bid if references provided by the Proponent are not satisfactory to the Town, at the Town's sole and absolute discretion.

Line Item	Description	Reference No. 1 *	Reference No. 2 *	Reference No. 3 *
1	Company Name			
2	Reference Full Name			
3	Reference Role and Title			
4	Reference Phone Number and extension			
5	Reference e-mail address			
6	Project Name			
7	Project Address			
8	Detailed specifications of website delivered, including content strategy implemented (if applicable), details of the hosting solutions and technologies used			
9	Date website development commenced			
10	Anticipated date website was to go-live at the start of the project			
11	Actual go-live date			
12	URL to the website developed			
13	Awarded value of project			
14	Final value of project (including approved change orders)			
15	A description of significant challenges encountered and how they were handled, along with any lessons learned.			
16	Were you the General Consultant? (Y/N)			
17	Value of Work Performed by the Bidder			
18	Work Begin date			
19	Work End Date			
20	Detailed description of Work performed by the Bidder			
21	Work Challenges			
22	Achievements/Deliverables			
23	Work Completed on Time			
24	Work Completed on Budget			

List of Subcontractors

A Subcontractor will not be permitted to undertake works more than fifty (50) percent of the total contract price. The Proponent must submit a complete list of all subcontractors who will perform the work, along with the type of work, estimated value of work and the percentage of subcontractor's work to the overall project.

The Town reserves the right to reject any submission unless the Proponent demonstrates to be skilled and regularly engaged in the same work as outlined in this NRFP. The Town reserves the right to reject a bid if references provided by the Proponent are not satisfactory to the Town, at the Town's sole and absolute discretion.

Line Item	Type of work	Subcontractor company name	Location (City)	Subcontractor contact person	Phone Number	Briefly describe the services to be provided	Briefly describe their qualifications (i.e. certifications, licenses, professional memberships, etc.) and relevant experience	Briefly describe the history of your company's association with the subcontractor (i.e. years subcontracting the company)	Email	Estimated value (\$) of work
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Documents

It is your responsibility to make sure the uploaded file(s) is/are not defective or corrupted and are able to be opened and viewed by the Owner. If the attached file(s) cannot be opened or viewed, your Bid Call Document may be rejected.

- Section 1 – Company Profile/ References/Comparable Projects * (mandatory)
- Section 2 – Technical Requirements, Design and Technical Approach/ Capabilities * (mandatory)
- Section 3 – Project Management, Training, Support & Documentation * (mandatory)
- Section 4 – System Warranty, and Support Terms and Conditions * (mandatory)
- Fee Proposal - Price Breakdown * (mandatory)
- Mandatory Technical Requirements # 1 - References * (mandatory)
- Cloud Security Assessment Additional Information * (mandatory)

Addenda, Terms and Conditions

1. Acknowledgement of Non-Binding Procurement Process

The Proponent acknowledges that the NRFP process will be governed by the terms and conditions of the NRFP, and that, among other things, such terms and conditions confirm that this procurement process does not constitute a formal, legally binding bidding process (and for greater certainty, does not give rise to a Contract A bidding process contract), and that no legal relationship or obligation regarding the procurement of any good or service will be created between the Town and the Proponent unless and until the Town and the Proponent execute a written agreement for the Deliverables

2. Ability to Provide Deliverables

The Proponent has carefully examined the NRFP documents and has a clear and comprehensive knowledge of the Deliverables required. The Proponent represents and warrants its ability to provide the Deliverables in accordance with the requirements of the NRFP for the rates set out in its proposal.

3. Non-Binding Pricing

The Proponent has submitted its pricing in accordance with the instructions in the NRFP and in Pricing (Appendix C) in particular. The Proponent confirms that the pricing information provided is accurate. The Proponent acknowledges that any inaccurate, misleading or incomplete information, including withdrawn or altered pricing, could adversely impact the acceptance of its proposal or its eligibility for future work.

4. No Prohibited Conduct

The Proponent declares that it has not engaged in any conduct prohibited by this NRFP.

5. Conflict of Interest

The Proponent must declare all potential Conflicts of Interest, as defined in section 3.4.1 of the NRFP. This includes disclosing the names and all pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who (a) participate in the preparation of the proposal; AND (b) were employees of the Town within twelve (12) months prior to the Submission Deadline. If the box in the E-Bidding System is left blank, the Proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its proposal; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the NRFP.

Otherwise, if the statement below applies, the Proponent shall check the box and must set out the details of the actual or potential Conflict of Interest in the E-Bidding System where indicated. The Proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the NRFP.

6. Disclosure of Information

The Proponent hereby agrees that any information provided in this proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or by order of a court or tribunal. The Proponent hereby consents to the disclosure, on a confidential basis, of this proposal by the Town to the advisers retained by the Town to advise or assist with the NRFP process, including with respect to the evaluation of this proposal.

You must declare all potential Conflicts of Interest, as defined in Part 3, Section 3.4.1 of the Solicitation Document. This includes disclosing the names and pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who (a) participated in the preparation of the submission; AND (b) were employees of the Town of Caledon within twelve (12) months prior to the Submission Deadline.

If the box below is checked "NO", you will be deemed to declare that (a) there was no Conflict of Interest in preparing your submission and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the Solicitation Document.

Otherwise, if the statement below applies, check the box "YES".

You declare that there is an actual or potential Conflict of Interest relating to the preparation of your submission, and/or you foresee an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the solicitation document.

☐ Yes ☐ No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document

Please check the box in the column "I have reviewed this addendum" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
There have not been any addenda issued for this bid.		

PREVIEW

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